

# *Calaveras Elementary* & *R.O. Hardin Elementary*



## Safe Routes to School Needs Assessment and Preliminary Recommendations

*Draft February 2014*



**Harris & Associates.**



*Supported with a grant from the Health Trust*



# Safe Routes to School Needs Assessment and Preliminary Recommendations

## Calaveras Elementary & R.O. Hardin Elementary

*Draft February 2014*

Prepared for:

San Benito Council of Governments



Prepared by:  
Alta Planning and Design



Harris & Associates.

In Partnership with:  
Harris & Associates



Supported by a grant from The Health Trust



# Acknowledgements

## **San Benito Council of Governments**

### **Board of Directors**

Anthony Botelho, Chair

Victor Gomez, Vice Chair

Jaime De La Cruz, Director

Tony Boch, Director

Robert Scattini, Director

Robert Rivas, Alternate

Andy Moore, Alternate

Pauline Valdivia, Alternate

### **Council of Governments Staff**

Lisa Rheinheimer, Executive Director

Veronica Lezama, Transportation Planner

### **Alta Planning + Design**

Brett Hondorp, Principal

Jennifer Donlon Wyant, Project Manager

Sarah Fine, Planner

Brianne Clohessy, Planner

### **Harris & Associates**

Patrick Dobbins, Program Manager

## **Stakeholder Committee**

Lisa Faulker, First 5 San Benito, Executive  
Director

Gary L. McIntire, Ed. D., Hollister School District,  
Superintendent

Erika Sanchez, Hollister School District, Migrant  
Coordinator

Steve Wittry, San Benito County Public Works

Alvaro Garza, M.D., County Health Department

David Rubcic, City of Hollister Engineering  
Department, Engineering Manager/City Engineer

David Westrick, Hollister Police Department,  
Chief of Police

Allen Stallman, California Highway Patrol,  
Commander

Esteban Mora

Diane Ortiz, Hollister Youth Alliance, MSW

Christine White, Calaveras School, Principal



# Table of Contents

<b>1. Introduction .....</b>	<b>1-1</b>
1.1. What is Safe Routes to School? .....	1-4
1.2. How to Use This Report .....	1-4
1.3. Community Participation .....	1-5
1.4. Report Organization .....	1-6
<b>2. Community Input and Identified Needs .....</b>	<b>2-1</b>
2.1. Parent Survey.....	2-1
2.2. Stakeholder Interviews.....	2-7
2.3. Collision Analysis.....	2-8
<b>3. Recommended Engineering Improvements .....</b>	<b>3-1</b>
3.1. Calaveras Elementary.....	3-3
3.2. R.O. Hardin Elementary.....	3-9
<b>4. Recommended Programs.....</b>	<b>4-1</b>
4.1. Education Programs .....	4-3
4.2. Encouragement Programs.....	4-5
4.3. Enforcement Programs .....	4-43
4.4. Evaluation Programs .....	4-45

## Table of Figures

Figure 2-1: How Calaveras Students Typically Get to School.....	2-1
Figure 2-2: How R.O. Hardin Students Typically Get to School .....	2-1
Figure 2-3: How Calaveras Students Typically Get Home From School.....	2-2
Figure 2-4: How R.O. Hardin Students Typically Get Home From School.....	2-2
Figure 2-5: How Far Calaveras Families Who Drive Live From School.....	2-3
Figure 2-6: How Far R.O. Hardin Families Who Drive Live From School.....	2-3
Figure 2-7: Grade Level That Parents Would Feel Comfortable With their Child Walking and Biking to School.....	2-4
Figure 2-8: Identified Issues Preventing Walking and Biking .....	2-5
Figure 2-9: If Issues Were Improved, Would Allow Child to Walk/Bike to School .....	2-6
Figure 2-10: Youth Pedestrian Action Before Collision .....	2-9
Figure 2-11: Time of Day for Youth Involved Collisions .....	2-9
Figure 2-12: Youth Involved Collisions Near Calaveras and RO Hardin Schools .....	2-10
Figure 3-1: Calaveras Improvement Plan .....	3-7
Figure 3-2: R.O. Hardin Improvement Plan.....	3-13

## Table of Tables

Table 2-1: Age of Collision Victims .....	2-8
Table 2-2: Collision Injuries.....	2-8

*This page intentionally left blank.*



# 1. Introduction

In 2013, the Council of San Benito County Governments, as the community planning agency specializing in the subject of transportation and with the help of a Health Trust grant, began focusing attention on safe routes to RO Hardin and Calaveras Schools.

## Healthy Neighborhoods

Attention to these two schools was born from previous community efforts around making the neighborhoods surrounding Dunne Park more healthy on a systematic level. This level of effort involved recognizing the many factors which make a community healthy including:

- Access to healthy food
- Safe streets, sidewalks, and bicycle lanes
- Safe neighborhoods/ little crime
- Active lifestyle
- Access to healthcare

## Safe Routes to R.O. Hardin and Calaveras Schools Focus

Out of the Dunne Park collaborative formed a grant application and award from The Health Trust to invest in a plan to address safe routes to RO Hardin and Calaveras Schools.

Safe routes to schools efforts support a holistic approach to transportation where the goal is to create inviting public spaces for all users. At a national, state and local level, people are leading increasingly sedentary lives. Lack of physical activity among young people, adults, and seniors is an increasing problem from a health perspective.

The project area focuses on the west side of Hollister surrounding RO Hardin and Calaveras Schools. The project includes these broad and far reaching goals:

- Help remove some of the physical barriers which discourage people from walking and bicycling
- Encourage people of all ages to walk and bicycle in their neighborhoods and to school
- Build on momentum from the Dunne Park Collaborative to make Hollister a better, safer, healthier, and more sustainable place to live
- Make physical activity an easy choice



## Introduction

This document includes a reasonable implementation plan with a list of prioritized projects and programs. These projects and programs will improve conditions for walkers, bicyclists, and those being outdoors in their neighborhood.

The project team gathered ideas, issues, and concerns from school officials, parents, teachers, residents, community groups, enforcement, and city staff. The result is a roadmap for achieving safer routes to schools and a more inviting neighborhood for walking and bicycling.

The projects and programs are separated into five specialty areas:

- Engineering
- Education
- Encouragement
- Enforcement
- Evaluation

This far-reaching and comprehensive approach to safe routes to schools provides the best chance for a successful outcome. Those communities with robust safe routes to schools efforts have increased the number of school children walking, bicycling, carpooling, or taking public transit to school.

### **Problem the Report Addresses**

This project strives to encourage outdoor activity, especially when it comes to children walking and bicycling to school. Before performing a survey of parents and teachers, the issue of safety was confined to accident data in the project area. The California Office of Traffic Safety ranked the City of Hollister at 2.25 out of 96. This ranking is the 2nd worst of 96 comparable cities on all measures of pedestrian and bicycle safety.

After conducting surveys of parents and teachers, concern about crime is the most pressing issue. Parents concern about crime discourages parents from allowing their child/children from walking or bicycling to schools.



*Bike to School Day at Calaveras*

Later in this report, examples of encouragement programs that promote activity and keep kids safe are provided to help promote walking and bicycling to school.

### **Expected Outcomes**

In order to make positive change happen, many individuals and stakeholders will need to be involved including residents, parents, school officials, local groups and organizations, and city leaders. These partners will build on past successes, gain enthusiasm about what can be done, and work to make change happen.

In the short term, the Council of San Benito County Governments, or the City of Hollister, will apply for Active Transportation Program funding to help kick-start some of the projects and programs in this report.

In the long term, this report will help launch more activities where children are encouraged to walk, bicycle, carpool, or take

public transit to school. Parents within a mile of RO Hardin and Calaveras Schools have a great opportunity to positively shape the lives of children and set them up for a healthy future. Additionally, the goal of this work is to reduce the number of bicycle and pedestrian-related accidents near RO Hardin and Calaveras Schools.

### **The Health Trust**

The project builds on recent prior Health Trust grants: San Benito YMCA's RoadMap, Community Vision San Benito County's Healthy San Benito Initiative, and First 5's Dunne Park Collaborative. This Safe Routes to Schools project was funded by The Health Trust.

The Health Trust's Healthy Living Initiative Goal and the goals of the project match very closely. They are:

- Increased policies, practices and environmental changes that sustain access to physical activity in places where people are most impacted by obesity and poverty (THT's long-term outcome)
- Increased opportunities for physical activity (THT's long-term outcome)

### **Collaboration with Partners**

This project was a success because of the coordination and collaboration with its partners. The following organizations played a key role in the incubation of this project:

- First 5 San Benito Dunne Park Collaborative
- Hollister School District
- County of San Benito, County Health Department, and City of Hollister
- YMCA of San Benito County
- Hollister Police Department and California Highway Patrol

The Council of Governments further partners with the Hollister School District during the annual Bike to School Day event every May.

## 1.1. What is Safe Routes to School?

Safe Routes to School is a program designed to create safer, convenient and fun opportunities to walk, bicycle, take transit, and carpool to school. This program is intended to be a collaborative effort with participation from the Council of Governments, City of Hollister, Hollister School District, two local schools and school principals, Police and Sheriff Department, Health Department, local bicycle groups, parents and the community.

Successful Safe Routes to School programs incorporate the following Five E's:

- **Engineering** includes bicycle facilities, bicycle parking, sidewalks, crosswalks, as well as signage and maintenance.
- **Education** programs improve safety and awareness. These may be delivered in schools as pedestrian or bicycle knowledge and skills programs, or provided at low or no cost through non-profit organizations.
- **Encouragement** programs such as suggested routes to school maps and events such as Walk or Bike to School Day reward current walkers and bicyclists and motivate more people to try walking or bicycling.
- **Enforcement** programs that reinforce legal and respectful driving, bicycling, and walking make walking and bicycling families feel more secure.
- **Evaluation** programs provide a method for monitoring improvements and informing future investments.

## 1.2. How to Use This Report

At the heart of every successful Safe Routes to School program is a coordinated effort by parent volunteers, school and District staff, City staff, and law enforcement personnel.

For each school within this report, potential engineering recommendations are presented in graphic improvement plans with accompanying tables that identify the agency intended to implement the recommendation. Some recommendations are on school district property, while other recommendations in City or County right-of-way must be implemented by the respective agency.

**Parents** can use this report to understand the conditions at their children's school and to become familiar with the ways they can work to make walking and biking safer and easier.

**School District and School staff** can use this report to prioritize potential improvements identified on District property and develop programs that educate and encourage students and parents to seek alternatives to single family automobile commutes to school. In many cases, education and encouragement programs require dedicated parent volunteers to carry them out.

**Council of Governments and City staff** can use this report to identify issues and opportunities related to walking and biking and to prioritize potential short-term and long-term infrastructure improvements. Staff can also use this report to support Safe Routes to School funding opportunities.

**Law Enforcement agencies** can use this report to understand issues related to walking and biking to school and to plan for and prioritize enforcement activities that may make it easier and safer for students to walk and bike to school.

### 1.3. Community Participation

The Hollister community played a key role in understanding the existing conditions and developing the recommendations contained in this report. Through a variety of venues, the Hollister community was able to share concerns and possible solutions.

#### Community Kick-off Meeting

In September 2013, the project team hosted a kick-off meeting at Calaveras Elementary School to introduce the study to stakeholders and begin gathering input about known issues.

#### Walk & Bike Audits

In November 2013, the project team conducted school walk audits at Calaveras and R.O. Hardin Elementary Schools. A school site walking audit was conducted during the morning drop-off and afternoon pick-up periods. Audit teams included Council of Governments staff, Alta Planning + Design staff, parents, and school administrators.

Each visit began with a discussion of challenge areas and types of issues that participants should observe. The team then observed pedestrian, bicyclist, and driver behavior during the drop-off and pick-up period and reviewed the area near each school for quality of sidewalks, curb ramps, and signage, as well as other engineering elements. After observations, the team regrouped to discuss what they saw and brainstorm potential recommendations. The refined recommendations are presented in the following plans.



*Students arriving at Calaveras Elementary*

## Introduction

### **Public Survey**

A public survey was created and distributed to parents of students at Calaveras and R.O. Hardin Elementary Schools in both English and Spanish.

### **Stakeholder Interviews**

Interviews with school and community stakeholders were conducted to further refine the issues related to walking and biking at Calaveras and R.O. Hardin Elementary Schools.

## **1.4. Report Organization**

This report includes the following sections:

1. Introduction
2. Community Input and Identified Needs
3. Recommended Engineering Improvements
4. Recommended Programs



## 2. Community Input and Identified Needs

This chapter summarizes improvement needs identified through parent surveys, stakeholder interviews, and a collision analysis.

In addition to the community kick-off meeting and audits, the project team conducted two additional forms of community outreach. One was a parent survey, distributed to parents of Calaveras and R.O. Hardin students, provided in English and Spanish. Parents were asked to identify challenges to their children biking and walking to school. The second outreach was directed at community stakeholders with knowledge of the issues at Calaveras and R.O. Hardin.

### 2.1. Parent Survey

A survey was created and distributed in English and Spanish to parents at Calaveras and R.O. Hardin Elementary Schools. A total of 99 parents completed the survey: 45 responses were in English and 50 were in Spanish. Sixty-three respondents (approximately 64 percent) were parents of a Calaveras Elementary School student; 36 respondents (34 percent) were parents of a student at R.O. Hardin. The majority of respondents were parents of students who may be likely to walk or bike to school: 92 percent of Calaveras parents had children in 3<sup>rd</sup> through 8<sup>th</sup> grade, and 80 percent of R.O. Hardin parents had children in 3<sup>rd</sup> through 5<sup>th</sup> grades. For 36 percent of respondents, the child who brought home the survey was their only student enrolled in grade K-8. Almost half of parents at both schools had more than one young child in school. Eight percent of Calaveras parents and 15 percent of R.O. Hardin parents reported having three children between kindergarten and 8<sup>th</sup> grade.

#### Travel To and From School

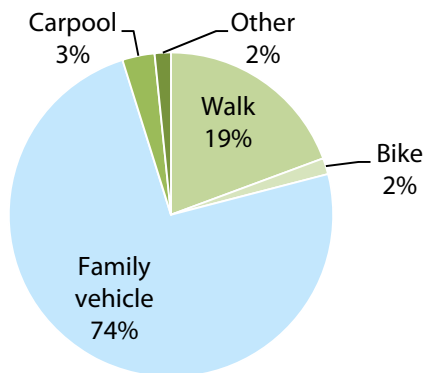


Figure 2-1: How Calaveras Students Typically Get to School

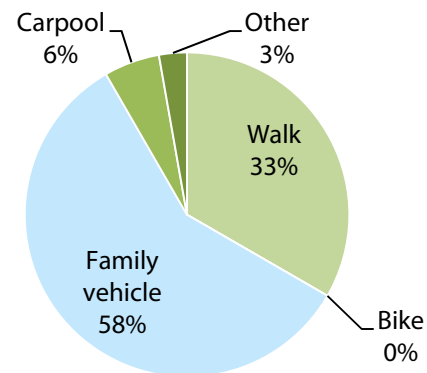


Figure 2-2: How R.O. Hardin Students Typically Get to School

The two figures above show how Calaveras and R.O. Hardin students typically arrive at school. For both Calaveras and R.O. Hardin students, the typical trip to school involves a family vehicle. Almost three-quarters

## Community Input and Identified Needs

of Calaveras parent respondents (46) reported driving their child to school in the morning (Figure 2-1). No parents reported that their child biked to school at R.O. Hardin (Figure 2-2).

The two figures below show the share of modes for trips home after school at Calaveras and R.O. Hardin. Fifteen percent fewer trips home from Calaveras involve driving in a family vehicle (Figure 2-3). Compared to the morning trip to school, more trips home from R.O. Hardin in the afternoon are walking trips (Figure 2-4).

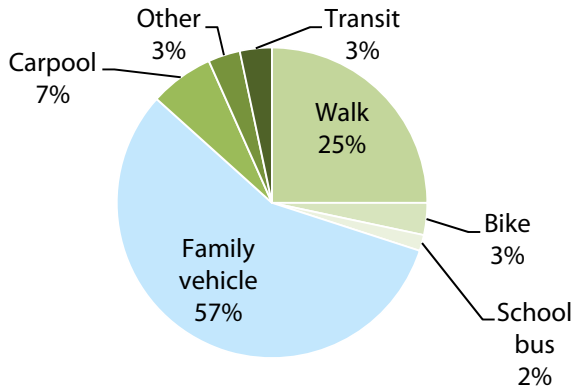


Figure 2-3: How Calaveras Students Typically Get Home From School

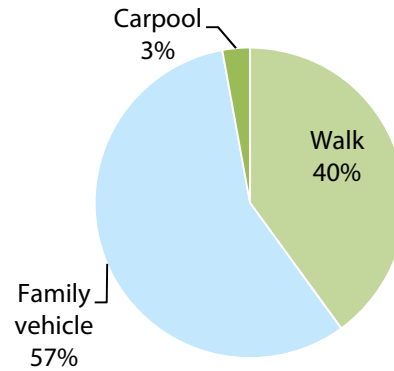


Figure 2-4: How R.O. Hardin Students Typically Get Home From School



Parent drivers lining up to pick their children up from RO Hardin



**Live near school but still drive**

At Calaveras, 72 percent of respondents live within 1 mile of the school grounds, a distance that is walkable or bikeable for most grade school children. At R.O. Hardin, 66 percent of respondents live within 1 mile of the school. And yet, at Calaveras, 74 percent of parents drop off their children in a family vehicle, and 57 percent regularly pick up their children in the afternoon in a family vehicle. Comparatively fewer parents drop off their children in the morning at R.O. Hardin (58 percent), but around the same share (56 percent) pick up their children in the afternoon in a family vehicle.

Figure 2-5 and Figure 2-6 compare how far parents who reported driving their children to school live from their child’s school. Figure 2-5 represents the choices of 44 of the 63 Calaveras parent respondents. Figure 2-6 represents the 19 parents at R.O. Hardin who reported driving their child to school (out of the 36 total respondents).

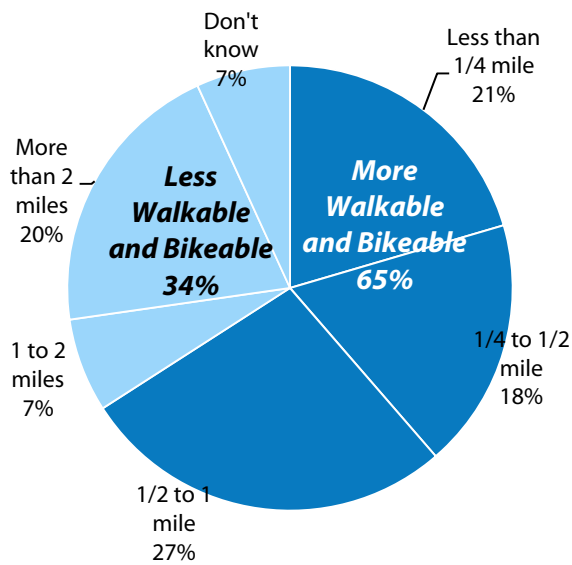


Figure 2-5: How Far Calaveras Families Who Drive Live From School

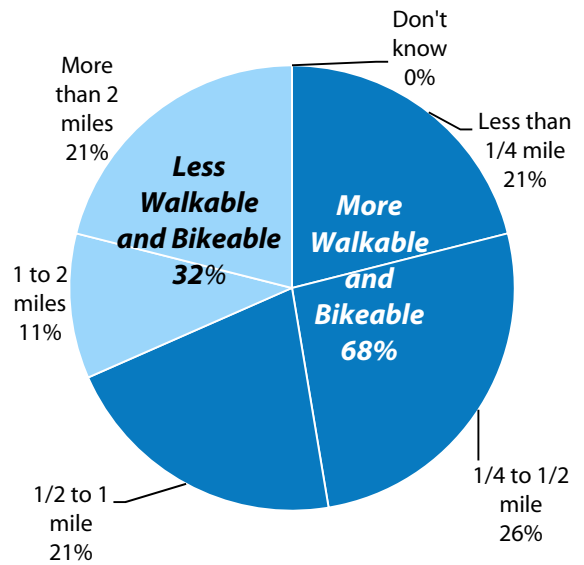


Figure 2-6: How Far R.O. Hardin Families Who Drive Live From School

**Permission requested**

Half of the parents surveyed reported having been asked for permission to walk or bike to school (52 percent at Calaveras and 43 percent at R.O. Hardin). While almost every parent of a Calaveras 8<sup>th</sup> grader reported having been asked for permission to walk or bike to school, age was not necessarily a factor, as parents of students in each grade level reported having been asked for permission in near equal numbers.

**Permission denied**

When asked at what age they would allow their children to walk or bike to school, more than half of parents said they would not feel comfortable at any age. Parents at Calaveras were open to their children walking and biking to school as early as 3<sup>rd</sup> grade, compared to R.O. Hardin, where 5<sup>th</sup> grade was the level that slightly more parents found appropriate (Figure 2-7).

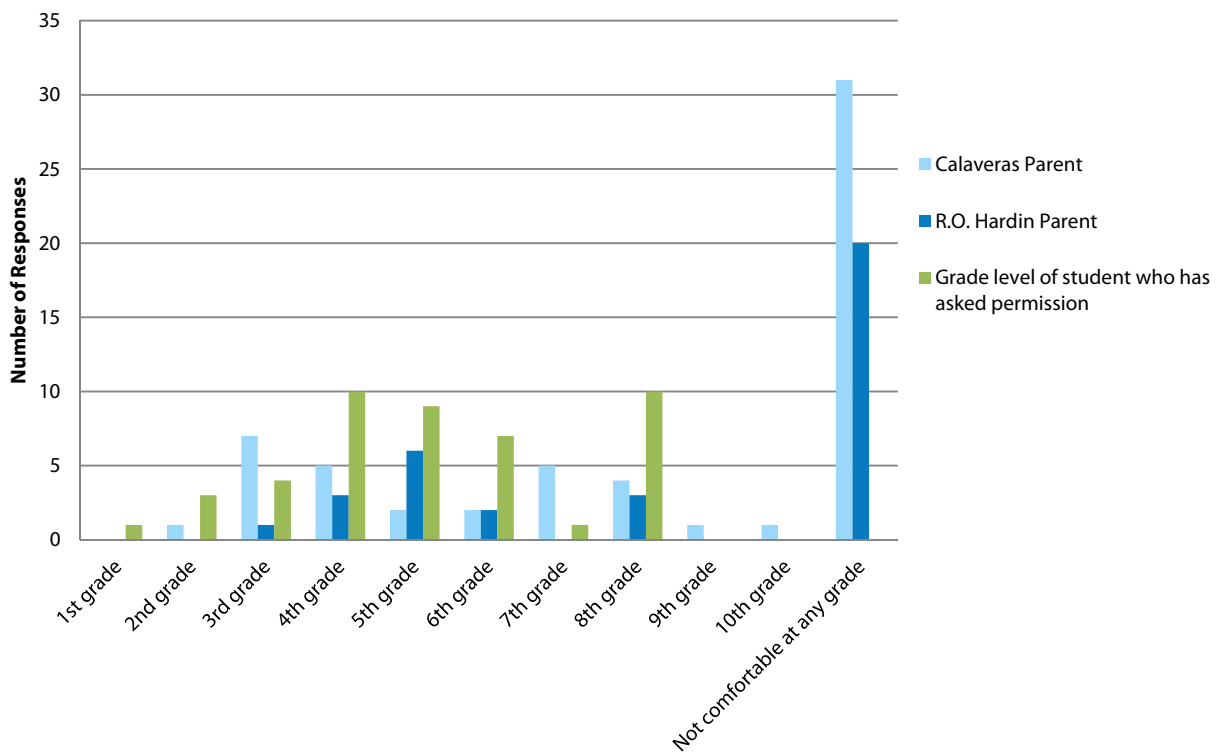


Figure 2-7: Grade Level That Parents Would Feel Comfortable With their Child Walking and Biking to School Compared to Grade Level of Students Who Have Asked Permission to Walk and Bike to School

**Concern about crime a factor**

Parents were also asked what issues deterred them from allowing their children to walk and bike to school. A third of parents at both Calaveras and R.O. Hardin identified violence or crime along the route to school as a primary concern. Parents at both schools also identified the speed of traffic along the route to school, weather or climate, and distance from school as key issues. Only 10 percent of parents at both schools felt that driving was more convenient than walking or biking to school.

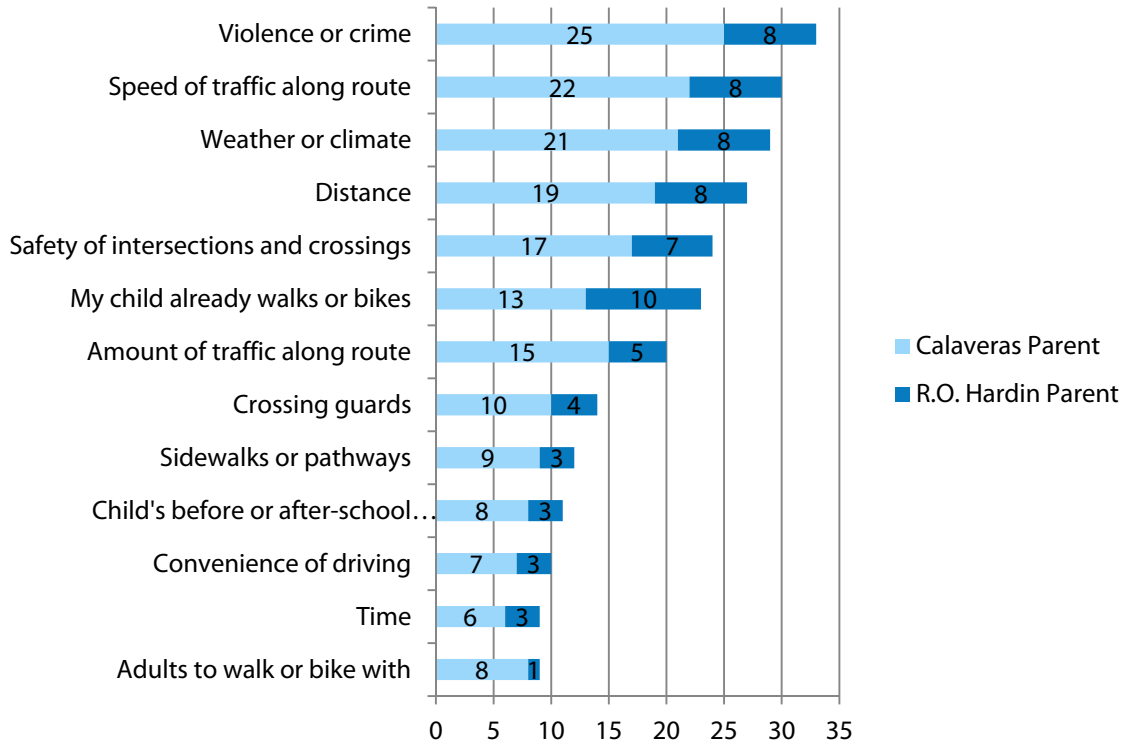


Figure 2-8: Identified Issues Preventing Walking and Biking

### Increasing Parent Comfort

Another question asked whether the parents would feel more comfortable with their child walking or biking to school if their concerns were alleviated (Figure 2-9). More than 60 percent of parents at both schools said that reductions in violence or crime would not make them more likely to allow their child to walk or bike to school, or they were not sure, perhaps indicating that parents are not optimistic that improvements in crime are likely.

At the same time, adding crossing guards, improving the safety of intersections, and crossings, and/or adding sidewalks or pathways would change the minds of a third of R.O. Hardin parent respondents. Improving the safety of intersections and crossings was also a potential game-changer for Calaveras parent respondents, as was reducing vehicle speeds along the route to school.

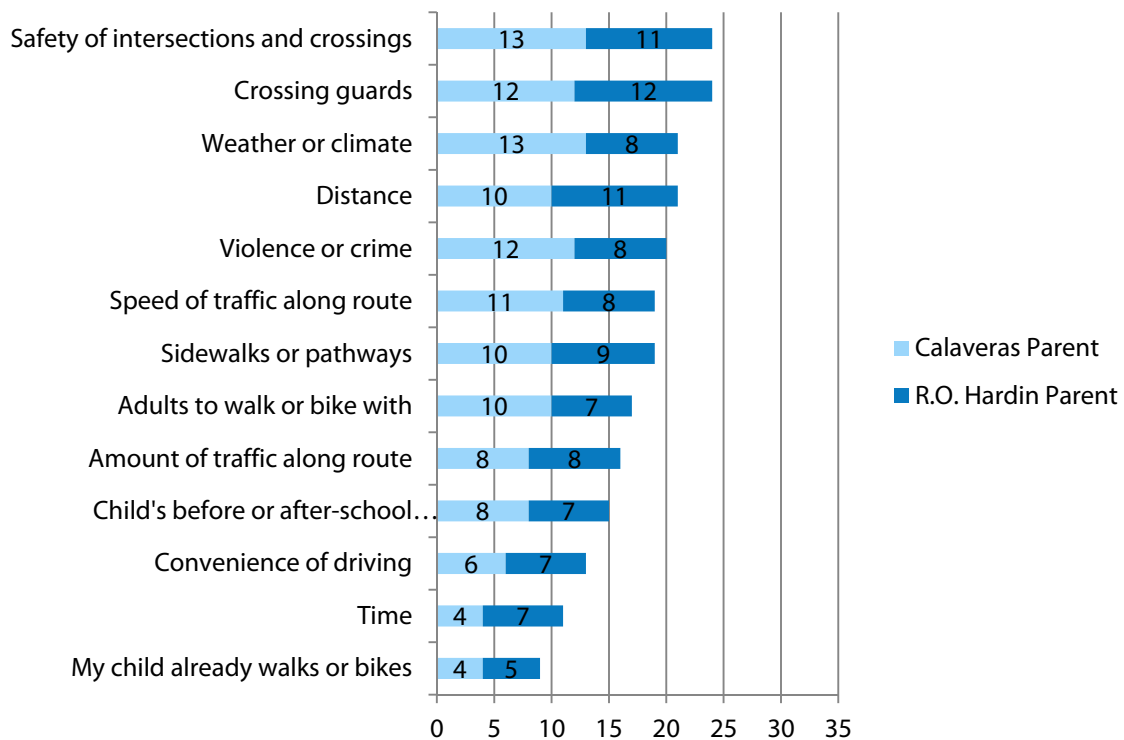


Figure 2-9: If Issues Were Improved, Would Allow Child to Walk/Bike to School

### How much does your child’s school encourage walking and biking? Is walking and biking fun?

The majority of parents (64 percent at Calaveras and 69 percent at R.O. Hardin) reported that their child’s school neither encourages nor discourages walking and biking to school. Parents were also asked whether they thought walking and biking to school was fun or healthy for their child. Just sixteen percent of parents felt that walking and biking was “very fun” for their child; 60 percent of parents felt it was “very healthy.”

## 2.2. Stakeholder Interviews

Interviews with community stakeholders, including school staff, city staff, and law enforcement, were conducted to further refine the issues related to walking and biking at Calaveras and R.O. Hardin Elementary Schools. Stakeholders were asked to identify infrastructure challenges for walking and bicycling to school; driver, bicyclists, and pedestrian behavioral challenges; and programs that could help improve conditions.

### Calaveras Elementary School

Between the two schools, stakeholders agreed that Calaveras was generally easier to bike and walk to, compared to R.O. Hardin. Still, gaps in infrastructure, such as the sidewalk gaps on Buena Vista Road and the lack of crosswalks on Westside Boulevard and Central Avenue, mean that students who may find it easy to walk and bike to Calaveras still encounter significant infrastructural barriers.

Stakeholders identified that speeding on Buena Vista was a significant driver behavioral challenge to walking and biking to school at Calaveras. During winter mornings, fog compounds the challenge by obscuring students who are walking and biking near the school from drivers traveling too fast on Buena Vista.

While other drivers are a concern, stakeholders did not identify specific parent-driver behavior challenges at Calaveras, perhaps owing to the ample drop-off and pick-up areas. Bicyclist behavior challenges at Calaveras Elementary include students riding without helmets, riding on the sidewalk, and riding with extra children on a bike.

### R.O. Hardin Elementary School

Stakeholders pointed to the location of R.O. Hardin on Line Street as a key infrastructural challenge. While an improved sidewalk offers students a walkway in front of the school, it is a challenge to cross Line Street safely. Sidewalks will be put in on the west side of Line Street with new development. Overall, stakeholders also identified the need for crossing guards in the general school area.

Parents indicated that behavioral challenges at R.O. Hardin included aggressive drivers, including parents. Stakeholders identified that the current drop-off zone at R.O. Hardin is relatively small. Parents waiting to drop off their children add to vehicle congestion at the front of the school, which in turn makes it more difficult for students walking and bicycling to school to access the school grounds, stakeholders observed.

### Overall

Stakeholders also identified an overall behavioral challenge among Hollister parents who live within walking or biking distance of school but opt to drive their children to school. Stakeholders identified a need for educational programs to remind parents of the issues related to too many people picking up and dropping off their children. A free helmet program, group bike rides, carpool groups, and bicycle safety courses taught within the schools were other programs that stakeholders identified to improve current conditions. These educational programs should be conducted in both English and Spanish.

## 2.3. Collision Analysis

### 2.3.1 Citywide Analysis

Collisions in California are collected by the California Highway Patrol's Statewide Integrated Traffic Records Systems (SWITRS). Between January 2008 and January 2013, SWITRS indicates there were 113 reported collisions citywide in Hollister involving bicyclists or pedestrians. Of these reported collisions, 45 (or 40 percent) involved youth under age 18. Almost all of the youth involved in these collisions (82 percent) were between the ages of 10 and 18—just 8 youth were younger than 10 at the time of the collision. Of the 45 youth collisions, 25 collisions were bicycle-involved crashes, and 20 crashes involved pedestrians.

Table 2-1: Age of Collision Victims

Age	Count
<b>18 &amp; Under</b>	45
<b>19-30</b>	13
<b>31-50</b>	11
<b>51-70</b>	10
<b>71-90</b>	9

No fatal collisions were reported in youth collisions, and no severe injuries were reported among youth pedestrian collisions. Of the 20 youth pedestrian collisions, emergency responders reported visible injuries in half. In the remaining 10 collisions, responders recorded that victims had complaint of pain but no visible injuries. Among the 25 bicycle collisions, one victim sustained severe injuries and 15 other victims were visibly injured.

Table 2-2: Collision Injuries

Injuries	Severe Injury	Visible Injury	Complaint of Pain
<b>Pedestrians</b>	0	10	10
<b>Bicycles</b>	1	15	8
<b>Total</b>	1	25	18

SWITRS records include racial and ethnic information about collision victims. In Hollister, 26 victims were identified as Hispanic and 17 as white. The race and ethnicity of two victims were not identified. More boys (31) were involved in collisions than girls (14).

Reports indicate that in 9 of the 20 pedestrian collisions, the youth was crossing a roadway outside of a crosswalk when the collision occurred and 8 in 20 the youth was in a crosswalk. In the remaining three collisions, the pedestrian was reported as walking in the road, which can include the shoulder.

In 13 of the 25 youth bicycle collisions in Hollister, the youth bicyclist was hit broadside by a vehicle; in 5 collisions, the collision was characterized as a sideswipe. In 20 of the 25 bicycle collisions, vehicles were proceeding straight before the collision occurred.

Most of the youth pedestrian and bicycle collisions in Hollister (45) occurred during daylight hours. Eight collisions occurred after dark, but on roadways with street lights. Many crashes that occurred during the day occurred during typical school commute times: 12 collisions occurred between 7:00AM and 9:00AM, and 11 collisions occurred between 2:00PM and 5:00PM.

### 2.3.2 Collisions Near Calaveras and R.O. Hardin Elementary

There were 4 youth collisions that occurred near Calaveras and R.O. Hardin Elementary schools. Two of these collisions occurred at Powell Street and South Street, both involving pedestrians. The other collisions include a bicycle collision with severe injuries at Rossi Court and Central Avenue and a pedestrian collision at B Street and West Street. All four of these collisions involved Hispanic youth.



Figure 2-10: Youth Pedestrian Action Before Collision

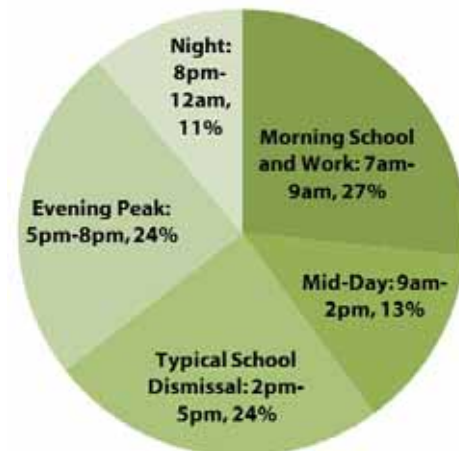


Figure 2-11: Time of Day for Youth Involved Collisions

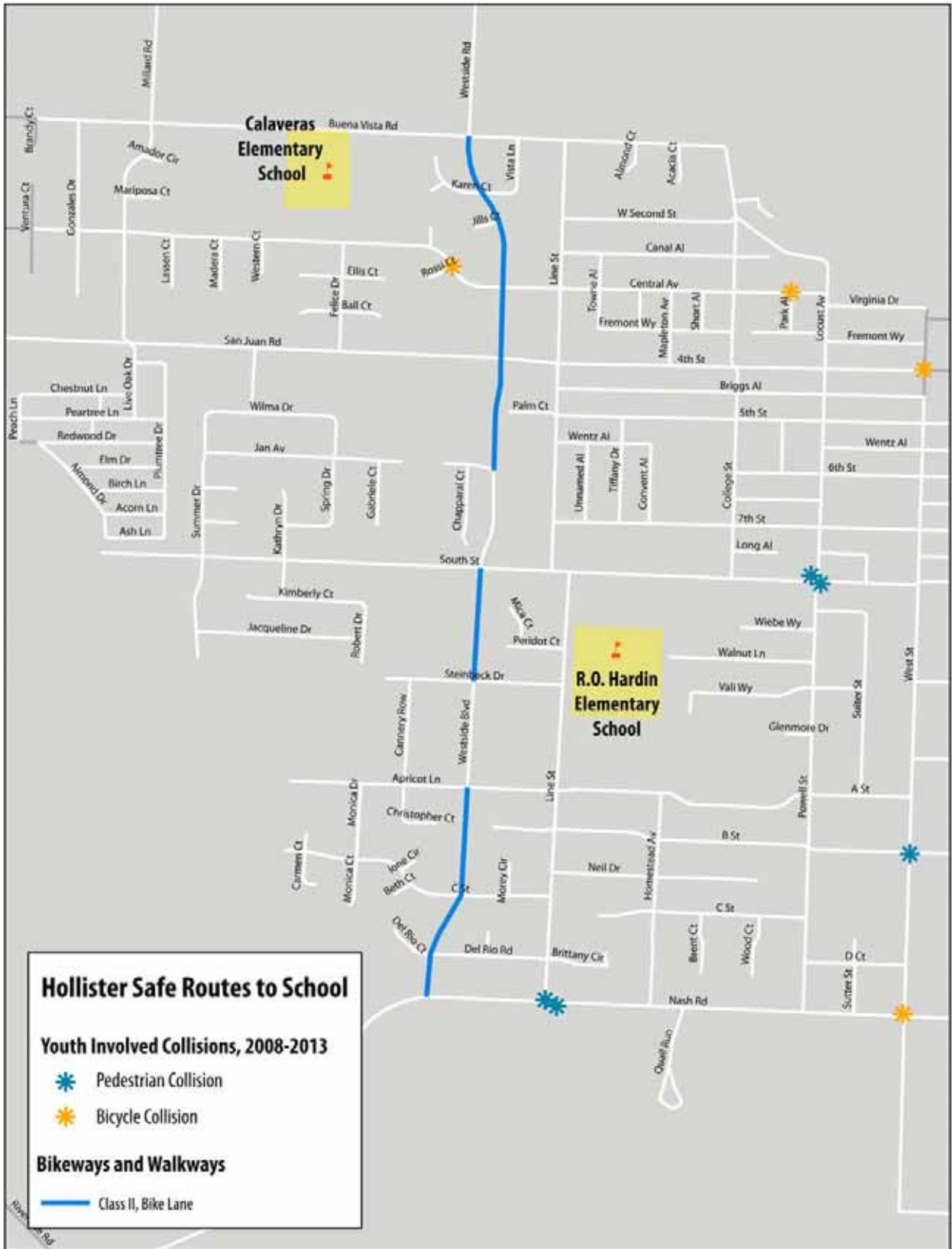


Figure 2-12: Youth Involved Collisions Near Calaveras and RO Hardin Schools



# 3. Recommended Engineering Improvements

---

The following chapter presents the recommended engineering improvements in school areas for Calaveras and R.O. Hardin Elementary schools. The recommendations are based on community, School District, and City Staff input gathered through:

- Walk audits at each school
- Public survey
- Stakeholder interviews
- Previously identified challenges submitted by community members to City staff

Each school section contains a short description of the school environment, followed by a table listing reported or observed challenges and recommended improvements with priority for implementation. The table is followed by a conceptual school improvement plan.

**Chapter Organization:**

3.1. Calaveras Elementary .....	3-3
3.2. R.O. Hardin Elementary.....	3-9

## Recommended Engineering Improvements

*This page intentionally left blank.*

### 3.1. Calaveras Elementary

Principal:	Christine White
Grades:	K-8
Number of Students:	559 students
Arrival:	8:05 AM (7-8) 8:10 AM (K-6)
Departure:	MTWF – 2:40 PM (K-6) MTWF – 2:55 PM (7-8) Thursdays – 12:50 PM



#### 3.1.1 School Layout

Calaveras Elementary is located in the City of Hollister on Buena Vista Road on the northwest city border. Buena Vista Road is a two lane collector that varies in width and character with a residential neighborhood to the south and agriculture activity just north of the school.

The school has three primary loading areas and access points: at the main school entrance on Buena Vista Road in the parking lot loop; on the eastern side of the school in the shared parking loop with Calaveras Park off of Buena Vista Road, and on the southern side of the school on Central Avenue at Felice Drive. The intersection of Central Avenue and Felice Drive is stop controlled.

Buena Vista Road, Westside Boulevard, and Central Avenue are the adjacent roadways. Buena Vista Road does not have sidewalks on the north side and there are sidewalk gaps on the south side to the west of the school where there are undeveloped parcels. There are no bike lanes on Buena Vista Road, however the County Bikeways and Pedestrian Master Plan does recommend them.

Westside Boulevard is a north south connector to the east of the school. It has a complete sidewalk network and includes bike lanes within the school area.

Central Avenue is a local east-west roadway south of the school. Like Buena Vista Road, there are sidewalk gaps to the west of the school where there are undeveloped parcels.

#### 3.1.2 Crossing Guards

There is one crossing guard stationed at Felice Drive and Central Avenue. The crossing guard is a Calaveras Elementary staff person.

#### 3.1.3 Audit

The audit took place on the morning of November 13, 2013. In attendance were three parents, Principal White, Council of San Benito County Governments staff, and the consulting team. Participants observed five locations:

- Buena Vista Road at Miller Road
- Buena Vista Road in front of the school and parking loop
- Calaveras Park parking loop
- Buena Vista Rd at Westside Boulevard
- Central Avenue at Felice Drive

Afterward, participants reconvened to discuss their observations, other challenges, and potential improvements.

### 3.1.4 Opportunities and Recommended Improvements

Location	Reported or Observed Challenge	Recommended Improvement	Lead Agency
1. School Area	<ul style="list-style-type: none"> <li>• Drivers not complying with basic "rules of the road" (talking on cell phones, rolling through stop signs, turn signals, etc.).</li> </ul>	<ul style="list-style-type: none"> <li>• Request City of Hollister Police officer to routinely observe morning and afternoon periods.</li> </ul>	City of Hollister
2. Buena Vista Road	<ul style="list-style-type: none"> <li>• Drivers exceed 25MPH posted speed limit.</li> </ul>	<ul style="list-style-type: none"> <li>• Request City of Hollister Police Dept. to routinely place portable Speed Feedback Trailer on Buena Vista Road.</li> </ul>	City of Hollister
3. Buena Vista Road and Miller Road	<ul style="list-style-type: none"> <li>• Cars routinely stop well past northbound limit line at this intersection because it is difficult to see traffic on Buena Vista Road.</li> </ul>	<ul style="list-style-type: none"> <li>• Construct curb extensions at southeast and southwest corners.</li> <li>• Stripe high visibility yellow crosswalk on south leg.</li> <li>• Stripe advance top line on south leg.</li> </ul>	City of Hollister
4. Buena Vista Road and Westside Boulevard	<ul style="list-style-type: none"> <li>• Cars routinely stop well past northbound limit line at this intersection because it is difficult to see traffic on Buena Vista Road.</li> </ul>	<ul style="list-style-type: none"> <li>• Construct curb extensions at southeast and southwest corners.</li> <li>• Stripe high visibility yellow crosswalk.</li> <li>• Stripe advance stop line on Westside Boulevard.</li> </ul>	City of Hollister
5. Buena Vista Road at Calaveras Park parking loop	<ul style="list-style-type: none"> <li>• Standard crosswalk at key school crossing.</li> </ul>	<ul style="list-style-type: none"> <li>• Stripe high visibility yellow crosswalk.</li> </ul>	City of Hollister
6. Buena Vista Road (west of the school, south side)	<ul style="list-style-type: none"> <li>• No sidewalk, children walk in roadway.</li> </ul>	<ul style="list-style-type: none"> <li>• Construct sidewalk along frontage of undeveloped property.</li> </ul>	City of Hollister
7. Buena Vista Road (undeveloped parcel between Beresin Lane and Ranchito Drive, south side)	<ul style="list-style-type: none"> <li>• No sidewalk, children walk in roadway.</li> </ul>	<ul style="list-style-type: none"> <li>• Construct sidewalk along frontage of undeveloped property.</li> </ul>	City of Hollister
8. Buena Vista Road undeveloped parcel between Carnoble Drive and Brandy Court, south side	<ul style="list-style-type: none"> <li>• No sidewalk, children walk in roadway.</li> </ul>	<ul style="list-style-type: none"> <li>• Construct sidewalk along frontage of undeveloped property.</li> </ul>	City of Hollister

Location	Reported or Observed Challenge	Recommended Improvement	Lead Agency
9. Buena Vista Road: Curve in Road to Locust Avenue	<ul style="list-style-type: none"> <li>No bikeway facility, bike lanes identified in San Benito County Bikeway and Pedestrian Master Plan.</li> </ul>	<ul style="list-style-type: none"> <li>Stripe bike lanes.</li> </ul>	City of Hollister
10. Campus Bicycle Parking	<ul style="list-style-type: none"> <li>Bicycle parking does not meet current standards, providing only one point of contact with bicycle limiting stability and security.</li> </ul>	<ul style="list-style-type: none"> <li>Upgrade bicycle parking to meet Association of Bicycle and Pedestrian (APBP) bike parking standards.</li> </ul>	Hollister School District
11. Campus Parking Loop	<ul style="list-style-type: none"> <li>Sidewalk gap along loop where garbage bins are stored.</li> </ul>	<ul style="list-style-type: none"> <li>Move garbage bin enclosure back, construct sidewalk.</li> </ul>	Hollister School District
12. Central Avenue and Felice Drive	<ul style="list-style-type: none"> <li>High pedestrian and vehicle volume intersection.</li> <li>Narrow gate to campus, parents with strollers have trouble getting through, width does not meet minimum ADA compliance.</li> </ul>	<ul style="list-style-type: none"> <li>Stripe all 3 crosswalks as high visibility yellow.</li> <li>Stripe advance stop lines at all 3 crosswalks.</li> <li>Stripe red curb on southwest and southeast corners; on north side of intersection between crosswalks, east of eastern crosswalk; west of western crosswalk.</li> <li>Widen campus gate to 4-feet.</li> </ul>	City of Hollister
13. Central Avenue Bus Stop	<ul style="list-style-type: none"> <li>No bench for transit users.</li> </ul>	<ul style="list-style-type: none"> <li>Provide bench.</li> </ul>	San Benito Local Transportation Authority
14. Westside Boulevard and Central Avenue	<ul style="list-style-type: none"> <li>Reported that drivers do not yield to pedestrians crossing Westside Boulevard.</li> <li>Wide intersection.</li> </ul>	<ul style="list-style-type: none"> <li>Conduct a stop warrant analysis. If warrant met, stripe north and south legs with high visibility crosswalks. If warrant not met, consider striping crosswalk on north leg and couple with crossing guard.</li> <li>Construct curb extensions at all corners.</li> <li>Provide signage to warn vehicles of pedestrians</li> </ul>	City of Hollister

## Recommended Engineering Improvements

*This page intentionally left blank.*



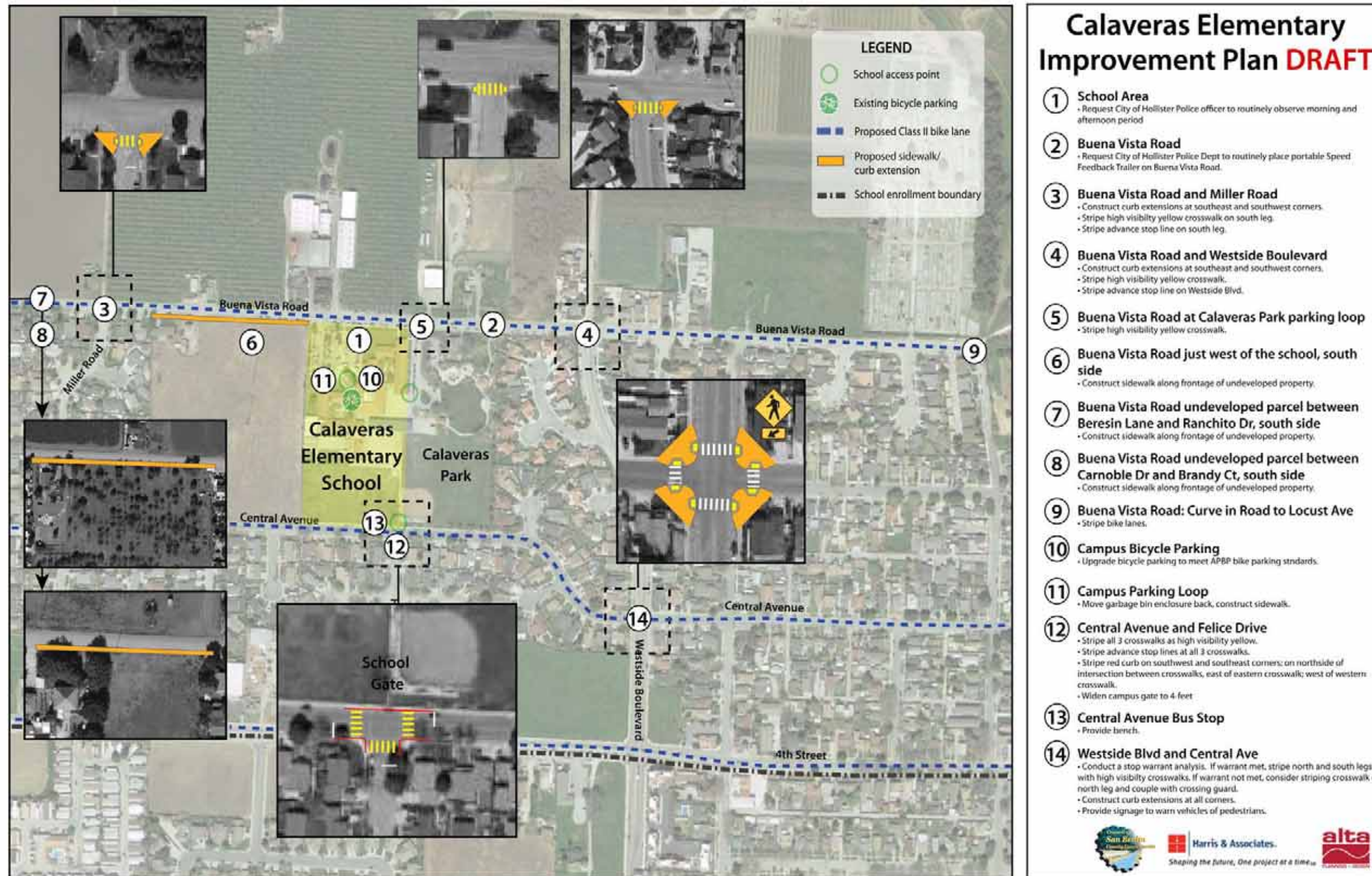


Figure 3-1: Calaveras Improvement Plan

## Recommended Engineering Improvements

*This page intentionally left blank.*



## 3.2. R.O. Hardin Elementary

Principal:	Jananne Gaver
Grades:	K-6
Number of Students:	588 students
Arrival:	7:55 AM
Departure:	MTWF – 2:21 PM (K-3) MTWF – 2:25 PM (4-6) Thursdays – 12:55 PM (K-3) Thursdays – 12:57 PM (4-6)



### 3.2.1 School Layout

R.O. Hardin Elementary is located in central Hollister, west of Downtown on Line Street. Line Street is a two lane local roadway in a residential neighborhood.

The school has one access point off of Line Street near Peridot Court through a loading loop. There had been two other access points off of Walnut Lane to the east and Homestead Avenue to the south but the gates have been closed and locked to ensure campus security and limit traffic jams on these small streets.

The area has a relatively complete sidewalk network along the walking routes to school. There are no bikeway facilities immediately adjacent to the school however Westside Boulevard to the west has bike lanes.

### 3.2.2 Crossing Guards

There are two crossing guards at R.O. Hardin Elementary. One is stationed at the uncontrolled crossing at Peridot Court in front of the school entrance. The second crossing guard is at Line and South Streets, guiding students around the off-set intersection.

### 3.2.3 Audit

The audit took place on the afternoon of November 13, 2013. In attendance were Council of San Benito County Governments Staff and the consulting team. Participants observed five locations:

- Line Street at Apricot Lane
- Line Street at Peridot Court
- Line Street at South Street
- South Street between Line and Powell Streets
- Walnut Lane

Afterward, the team attended a school staff meeting to discuss challenges and opportunities to improve walking and bicycling conditions.

### 3.2.5 Opportunities and Recommended Improvements

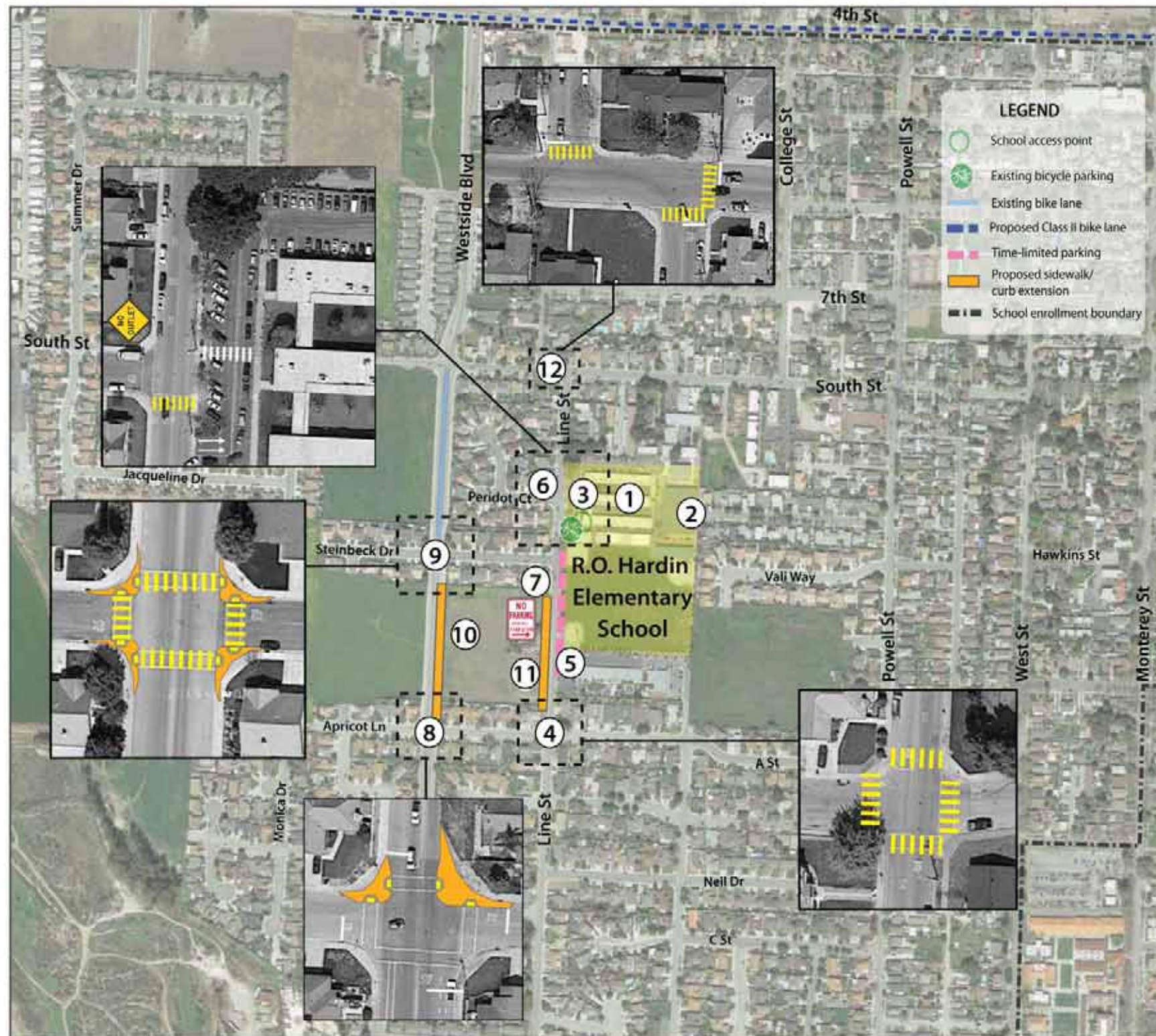
Location	Reported or Observed Challenge	Recommended Improvement	Lead Agency
1. School Access	<ul style="list-style-type: none"> <li>All modes enter campus from Line Street which causes notable congestion.</li> </ul>	<ul style="list-style-type: none"> <li>It is recommended the school consider providing access from Homestead Avenue.</li> <li>Additionally, formal walking school bus leaders can be given a key to the Walnut Lane Entrance.</li> </ul>	Hollister School District
2. School Area	<ul style="list-style-type: none"> <li>Drivers not complying with basic "rules of the road" (talking on cell phones, rolling through Stop signs, etc.).</li> </ul>	<ul style="list-style-type: none"> <li>Request City of Hollister Police officer to routinely observe morning and afternoon periods.</li> </ul>	City of Hollister
3. Campus Parking Loop	<ul style="list-style-type: none"> <li>Crosswalk in north end of parking loop is faded.</li> </ul>	<ul style="list-style-type: none"> <li>Stripe standard high visibility crosswalk.</li> <li>Re-orient signs to face roadway.</li> <li>Stripe direction arrows at entrance and exit.</li> </ul>	Hollister School District
4. Line Street at Apricot Lane	<ul style="list-style-type: none"> <li>Key school access intersection with only standard crosswalks on only two legs.</li> </ul>	<ul style="list-style-type: none"> <li>Stripe high visibility yellow crosswalks on all 4 legs.</li> </ul>	City of Hollister
5. Line Street at Head Start parking loop entrance	<ul style="list-style-type: none"> <li>Vegetation obstructs sidewalk.</li> </ul>	<ul style="list-style-type: none"> <li>Trim vegetation.</li> </ul>	City of Hollister
6. Line Street and Peridot Court	<ul style="list-style-type: none"> <li>Vehicles turn onto Peridot Court unaware there is no outlet.</li> <li>Uncontrolled school crossing with only a standard crosswalk.</li> </ul>	<ul style="list-style-type: none"> <li>Post one "No Outlet" sign.</li> <li>Stripe high visibility yellow crosswalk.</li> </ul>	City of Hollister
7. Line Street between Steinbeck Drive and Head Start parking loop exit	<ul style="list-style-type: none"> <li>North-bound vehicle queue (parent drop-off and pickup) blocks through lane. Frustrated drivers reported driving in opposite lane to get around line-up.</li> </ul>	<ul style="list-style-type: none"> <li>Implement time-limited parking restriction between 7-9am and 12-3 on weekdays.</li> </ul>	City of Hollister
8. Westside Boulevard and Apricot Lane	<ul style="list-style-type: none"> <li>Westside Boulevard is very wide street for children to cross.</li> </ul>	<ul style="list-style-type: none"> <li>Construct curb extensions at northeast and northwest corners.</li> <li>Stripe advance stop lines on all four legs.</li> </ul>	City of Hollister

Location	Reported or Observed Challenge	Recommended Improvement	Lead Agency
9. Westside Boulevard and Steinbeck Drive	<ul style="list-style-type: none"> <li>• Crosswalks are in a school zone but not school zone yellow.</li> <li>• Westside Boulevard is not stop controlled at this intersection and is very wide street for children to cross.</li> </ul>	<ul style="list-style-type: none"> <li>• Stripe all 4 crosswalks as high visibility yellow.</li> <li>• Install curb extensions on all four corners.</li> </ul>	City of Hollister
10. Westside Boulevard between Steinbeck Drive and Apricot Lane, east side	<ul style="list-style-type: none"> <li>• No sidewalk, children walk in roadway.</li> </ul>	<ul style="list-style-type: none"> <li>• Construct sidewalk from Apricot Lane to northern edge of undeveloped property.</li> </ul>	City of Hollister
11. Line Street between Steinbeck Drive and Apricot Lane, west side	<ul style="list-style-type: none"> <li>• No sidewalk, children walk in roadway.</li> </ul>	<ul style="list-style-type: none"> <li>• Construct sidewalk.</li> </ul>	City of Hollister
12. Line Street at South Street	<ul style="list-style-type: none"> <li>• Standard crosswalks at a key school crossing.</li> </ul>	<ul style="list-style-type: none"> <li>• Stripe all 3 crosswalks as high visibility yellow.</li> <li>• Stripe advance stop lines at all 3 crosswalks.</li> </ul>	City of Hollister

## Recommended Engineering Improvements

*This page intentionally left blank.*





## R.O. Hardin Elementary Improvement Plan **DRAFT**

- 1 School Access**

  - It is recommended the school consider providing access from Homestead Avenue. Additionally, formal walking school bus leaders can be given a key to the Walnut Lane Entrance.
- 2 School Area**

  - Request City of Hollister Police officer to routinely observe morning and afternoon periods.
- 3 Campus Parking Loop**

  - Stripe standard high visibility crosswalk.
  - Re-orient signs to face roadway.
  - Stripe direction arrows at entrance and exit.
- 4 Line Street at Apricot Lane**

  - Stripe high-visibility yellow crosswalks at all four legs of the intersection.
- 5 Line Street at Head Start parking loop**

  - Trim vegetation.
- 6 Line Street at Peridot Court**

  - Post one "No Outlet" sign.
  - Stripe high visibility yellow crosswalk.
- 7 Line Street between Steinbeck Drive and Head Start parking loop exit**

  - Implement time-limited parking restriction between 7-9am and 12-3 on weekdays.
- 8 Westside Boulevard and Apricot Lane**

  - Construct curb extensions at northeast and northwest corners to decrease the time it takes to cross Westside Blvd.
  - Stripe advance stop lines on all four legs.
- 9 Westside Boulevard and Steinbeck Drive**

  - Stripe all 4 crosswalks as high visibility yellow.
  - Install curb extensions on all four corners.
- 10 Westside Boulevard between Steinbeck Drive and Apricot Lane, east side**

  - Construct sidewalk from Apricot Lane to northern edge of undeveloped property
- 11 Line Street between Steinbeck Drive and Apricot Lane, west side**

  - Construct sidewalk.
- 12 Line Street at South Street**

  - Stripe all 3 crosswalks as high visibility yellow.
  - Stripe advanced stop lines at all 3 crosswalks.

Figure 3-2: R.O. Hardin Improvement Plan

Recommended Engineering Improvements

*This page intentionally left blank.*

## 4. Recommended Programs

---

Of the Five Es of Safe Routes to School planning, four are related to programs and include:

- Education Programs
- Encouragement Programs
- Enforcement Programs
- Evaluation Programs

Programs complement engineering improvements such as bike lanes and sidewalks by giving Hollister residents the tools they need to safely and confidently walk and bicycle to school. All of the Es will work together to enhance travel experience in Hollister.

The following chapter presents recommended programs to support the recommended engineering improvements of this plan. The recommendations include continuation of those the currently in place and as well additional programs that have proven to be popular and effective in other leading walking as well as bicycling cities.



## Recommended Bilingual Education and Encouragement Programs Schedule

Date	Program	Description
August	Back to School Events	Students and their families are encouraged to plan a route and walk or ride to campus before the start of school to establish good habits and find preferred routes.
August	Walking School Buses and Bike Trains	Parents form Walking School Buses and Bike Train to share the responsibility of getting their students to school.
Monthly	Monthly Walk and Bike to School (Recurring)	Promote walking and bicycling year-round and reward students who are already using active transportation to and from school.
August-September	Bicycle and Pedestrian Education	Students participate in back to school pedestrian and bicycle traffic safety education.
October	Walk to School Day	Promote walking to school.
October	Golden Sneaker Contest (coupled with Walk to School Day)	Encourage students to walk, bicycle, and carpool regularly by providing incentives and rewarding them in front of their peers.
October	Carpool to School Day	Students and families are encouraged to increase the share of students carpooling to school in a sustainable, repeatable way.
March	Poster Contest	Students create art to inspire their peers to try active transportation options. The art can be used to promote the Hollister Safe Routes to School Program and related events.
May	Bike to School Day	Promote bicycling to school.
May	Golden Sneaker Contest (coupled with Bike to School Day)	Encourage students to walk, bicycle, and carpool regularly by providing incentives and rewarding them in front of their peers.



## 4.1. Education Programs

Education programs are key to a successful Safe Routes to School Program. These programs generally include bilingual outreach to students, parents, guardians, and drivers. Students are taught bicycle, pedestrian, and traffic safety skills both in and out of the classroom. Adults receive information on transportation options and driving safely near schools.

A formalized Safe Routes to School partnership with the San Benito Council of Governments, the City of Hollister, and the Hollister School District to co-develop and adopt a sequential in-school curriculum based on the California Common Core Standards for grades K-8 that addresses pedestrian and bicycle training, safety education, and related topics within a range of academic disciplines is just one of many strategies to develop a world class Safe Routes to School program in Hollister.

### 4.1.1 Student Pedestrian Traffic Safety Education

Student education programs are an essential component of a Safe Routes to School effort. Students are taught traffic safety skills that help them understand basic traffic laws and safety rules. Example pedestrian education curriculum elements include traffic sign identification and how to use a crosswalk.

There are no known existing pedestrian traffic safety education lessons provided at Hollister schools.

#### **Recommendation:**

This Report recommends the City and School District work together to develop age specific pedestrian traffic safety curriculum for 2<sup>nd</sup> grade students. This curriculum should be taught annually.

Example curricula include:

- Marin County Safe Routes to Schools Curriculum:  
<http://www.saferoutestoschools.org/curriculum.html>
- Alameda County Walk and Roll K-5 Educator Guide:  
<http://www.alamedacountysr2s.org/programs/education-safety/>



*Student pedestrian education classes teach basic traffic laws and how to use crosswalks*

### 4.1.2 Student Bicycle Traffic Safety Education

Student education programs are an essential component of a Safe Routes to School effort. Students are taught traffic safety skills that help them understand basic traffic laws and safety rules. Typical bicycle education curriculum elements can be presented in two parts: knowledge and skills. The knowledge lessons are typically in-class while the skills curriculum is practiced on bike. Typical lessons include helmet and bike fit, hand signals, and riding safely with traffic.

#### Recommendation

This Report recommends the Council of Governments, City, and School District work together to develop age specific bicycle knowledge and skills curriculum that can be implemented at all schools. It is recommended lessons are developed for 4<sup>th</sup> grade, 6<sup>th</sup> grade, and 9<sup>th</sup> grade. The curricula can be developed to meet California Common Core Standards. This curriculum should be taught annually.

Example curricula include:

- Marin County Safe Routes to Schools Curriculum:  
<http://www.saferoutestoschools.org/curriculum.html>
- Alameda County Walk and Roll K-5 Educator Guide:  
<http://www.alamedacountysr2s.org/programs/education-safety/>



*Student bicycle education classes teach bicycle traffic safety and the rules of the road*

## 4.2. Encouragement Programs

Encouragement programs make walking and bicycling to school fun, thereby increasing awareness and increasing the numbers of students walking, biking, carpooling, and taking transit.

### 4.2.1 Back-to-School Encouragement Marketing

Families set transportation habits during the first few weeks of the school year and are often not aware of the multiple transportation options and routes available to them. Because of this, many families will develop the habit of driving to school using the same congested route as everyone else. A back-to-school encouragement marketing can promote bus, carpool, walking and bicycling to school. The marketing campaign can include suggested route maps, safety education materials, volunteer opportunities, event calendars, and traffic safety enforcement notices.

#### Recommendation

It is recommended the School District, schools, PTAs, and parent champions work together to develop and implement annual Back-to-School encouragement marketing campaigns at the start of each school year.

#### Program Overview

#### Objectives

The event's objectives are to:

- Share information about the Hollister Safe Routes to School Program activities, classes, and events throughout the year.
- Encourage families to plan out their routes at the beginning of the school year to consider alternatives to driving alone as a family.
- Promote Safe Routes to School to encourage families to try walking, bicycling, and carpooling to school as well as participating in Safe Routes to School activities and events.

#### Details

- Implementer: Individual schools, parent champions
- When: Late summer, a week before the beginning of school
- School level: Families of all ages
- Involvement: Medium
- Estimated budget: Staff time for attending meetings, printing materials

#### Key Objectives

Parents and students learn about preferred walking and bicycling routes to school, proper behaviors, and school transportation policies. Students and their families are encouraged to plan a route and walk or ride to campus before the start of school to establish good habits and find preferred routes.

## Recommended Programs

### Timeline

<b>Early August</b>	Announce Back to School orientations for each school, send letter, and encourage families to walk or bicycle to the event  Print information packets for schools and parent champions to hand out
<b>Mid to Late August</b>	Schools hold individual Back to School events  San Benito Council of Governments staff and parent champions attend events as availability allows

### School Participation

Schools agree to do the following:

- Publicize the event in their school at least two weeks in advance.
- Encourage parents to walk or bicycle to Back to School events.
- Provide up-to-date recommendations for traffic circulation during drop-off and pick-up.
- Work with parent champions to provide informational materials to parents during the events, potentially setting up a table, depending on the event format.

### Back to School Events

#### Before the Event

San Benito COG will coordinate with schools to encourage families to walk or bicycle to the event. A Sample parent letter (provided) can be distributed as part of the announcements for Back to School events. Small incentive items may be identified to reward families for participating, and would be distributed to the parent champions or school staff by Council of Governments staff.

#### Day of the Event

San Benito COG staff will provide parent champions materials to distribute to parents at the Back to School event. The toolkit will include:

- Overview of Safe Routes to School Activities for the school
- Schedule of Activities for Safe Routes to School
- Recommended walking and bicycling route maps; updated with walking and bicycling times – maps can be downloaded here: <http://sanbenitorideshare.org/schools/safe-routes-to-school/>
- Recommended traffic circulation patterns for dropping students off in a car – provided by each school
- Traffic safety reminders from the Police Department
- Promote Walking School Buses and Bike Trains (Section 4.2.3)
- Announce monthly Walk & Roll to School Days themes (Section 4.2.7)

Additional activities may take place at individual schools, based on interest and capacity.

Parent champions may encourage parents to form Walking School Buses, Bike Trains, carpools (as well as rain-day carpools). Parents can mark their locations (or the closest major intersection to their house) on a large scale map of the school enrollment to find other families to share the commute with.

### **Following the Event**

Throughout the school year, with an emphasis at the beginning, schools and parent champions should encourage families to try an alternative to driving solo in the family car. Proposed e-news blast text is provided following.

### **Media Plan**

#### **Messaging**

The main media messaging for the Back to School event will be:

- Join students around the City by participating in Safe Routes to School program activities
- Improve safety, reduce congestion, and save time and money by walking and bicycling with your neighbors and classmates
- Plan out a walking or bicycle route with your student before the school year to establish a preferred route

Messaging for the e-news blasts to be provided throughout the school year, with an emphasis on the first weeks of school and around specific Safe Routes to School events.

#### **Key Promotional Opportunities**

We recommend sending the informational letters to parents at the beginning of the school year, and encouraging families to walk or bicycle to Back to School events.

## Recommended Programs




[DATE]

Dear Parents,

The San Benito County Safe Routes to School program aims to improve the health of kids and the community by making walking and bicycling to and from school safer, easier, and more fun.

Congestion caused by parents driving their children to and from school is a safety issue at our schools. While sometimes you may need to drive to school, if more families choose to walk, bicycle, or carpool to school, the areas around our schools can be safer for everyone. Walking or bicycling to school can also provide your children with healthy habits that can last a lifetime. It can be faster and more fun to walk or bicycle than driving through all the cars in the drop-off areas!

Did you know:

-  Walking or riding a bicycle or scooter is good exercise, improves fitness and has been shown to positively impact school performance.
-  Walking or riding a bicycle or scooter promotes community and enables students to become more familiar with their neighborhood.
-  Reducing the number of cars on the road near schools makes it safer for children and improves air quality.

### **Here are some suggestions about how you can be a part of the program:**

**Plan your route before the first day of school.** Sit down with your child and plan the route, discussing any concerns along the way. The Council of Governments Safe Routes to School website has suggested walking and bicycling routes to school maps that can help you choose the route that works best for you, available at: <http://sanbenitorideshare.org/schools/safe-routes-to-school/>

**Form or join a Walking School Bus or Bike Train.** Walking School Buses and Bike Trains are organized groups of students who walk or bicycle to school under the supervision of a parent or adult volunteer. You can join an existing group or make your own to share the responsibility.

**Bus:** Students can also take the bus to school. You can find route and schedule information here: <http://sanbenitocountyexpress.org/>.

**Carpooling:** Carpooling is a great way to reduce the number of cars near schools and free up some time. You can find other families to walk, bicycle, or carpool at the school office.

More information is available on the San Benito Council of Government website: <http://sanbenitorideshare.org/>

Thank you!

# San Benito County Safe Routes to School Program

## Calendar of Events

---

### August/September

Back to School events

### October

Walk to School Day

Carpool to School Day

Golden Sneaker Contest

### March

Poster Contest

### May

Bike to School Day

Golden Sneaker Contest

## Contact Us and Learn More

[sanbenitorideshare.org/](http://sanbenitorideshare.org/) [info@sanbenitorideshare.org](mailto:info@sanbenitorideshare.org)

831.637.7665

## Get Involved!

- Work with San Benito Council of Governments and School staff to coordinate fun events like Walk to School day or to organize walking school buses or bike trains.
- Encourage parents at your school to form carpools, particularly rainy day carpools when walking and biking aren't as much fun for students.
- Use your creativity to come up with new ideas and inspiration for getting students at your school excited to try walking, biking, and carpooling.

## 4.2.2 Suggested Walking and Biking Routes to School Maps

Suggested Walking and Biking Routes to School Maps can help parents overcome fears related to traffic and/or lack of knowledge of family friendly routes to school. These types of maps show stop signs, traffic signals, crosswalks, paths, overcrossings, crossing guard locations and similar elements that can help parents make decisions about choosing the route that best fits their family's walking or biking needs.

### Recommendation

While the San Benito Council of Governments developed engaging suggested walking and biking to school maps, it is recommended these maps be updated to identify specific suggested routes rather than all possible routes. The maps should also include estimated walking and bicycling times, school access points, and bicycle parking locations.

It is recommended that these maps be distributed as part of back to school packets, be available on the school website, are posted in large format at the school office, and distributed through other available avenues such as the encouragement events provided on the following pages.

### Key Objectives

Parents and students learn about preferred walking and bicycling routes to school. Students and their families are encouraged to plan a route and walk or ride to campus before the start of school to establish good habits and find preferred routes.



Current Calaveras Suggested Routes to School Map



### 4.2.3 Walking School Buses and Bike Trains

A Walking School Bus is an organized group of students who walk to school under the supervision of a parent/adult volunteer. Bike Trains are similar to Walking School Buses, with students bicycling together. Parent champions take turns walking or bicycling along a set route to and from school, collecting children from designated “bus stops” along the way.

Schools and parent champions can encourage parents to form Walking School Buses or Bike Trains at the back-to-school orientation or other fall events. San Benito Council of Governments staff can provide safety vests or marked umbrellas to indicate the leader(s). Incentives for the parent volunteers can include coffee at the school or gift cards for coffee shops.

#### Objective

The program objective is for parents to share the responsibility of getting their students to school.

#### Details

- Implementer: Schools and parent champions encourage parents to form Walking School Buses and Bike Trains during Back-to-School orientation. San Benito Council of Governments staff will provide information and incentives for volunteers.
- When: Encourage parents to form groups at Back-to-School events and at other Safe Routes to School related events
- School level: Elementary and middle school
- Involvement: Low
- Estimated budget: Staff time for distributing materials, potential incentive purchasing, parent time to coordinate

#### Timeline

August	Promote at Back-to-School events
Late August	Hold a training for interested parents
October	Promote at Walk to School Events
May	Promote at Bike to School Events

### Key Objectives

Parents form Walking School Buses and Bike Train to share the responsibility of getting their students to school.

### Example Programs



#### Alameda County Safe Routes to School Walking School Bus and Bike Train

The Alameda County program helps parent champions organize walking and bicycling groups and provides maps and vests.

[www.alamedacountysr2s.org/programs/walking-school-bus/](http://www.alamedacountysr2s.org/programs/walking-school-bus/)



#### Solano County Safe Routes to School Walking School Bus Program

Solano County received a Federal grant to promote walking school buses. The County Office of Public Health works with champions to set up programs throughout the county.

[solanosr2s.ca.gov/app\\_pages/view/4370](http://solanosr2s.ca.gov/app_pages/view/4370)

## **School Participation**

Schools interested in supporting Walking School Buses and Bike Trains agree to publicize the efforts and encourage parents to form groups.

## **Walking School Bus and Bike Train Promotion**

### **At Events**

Parent champions can set up a table at Back-to-School events and other Safe Routes to School related events and activities. Parents can mark their locations (or the closest major intersection to their house) on a large scale map of the school enrollment to find other families to share the commute with.

One option for a Walking School Bus that can be organized during Walk & Roll Day is a Parade to School. The parades begin at a designated location approximately a quarter-mile from the school. Police can lead the parade and guide the participants along the parade route (if the parade blocks the street, a permit may be required, and a police car can help formalize it). Participants can dress in matching colors or have a special item (hats, umbrellas, etc.) to indicate that they are participating.

San Benito Council of Governments staff will provide parent champions with Suggested Routes to School maps. Additional activities may take place at individual schools, based on interest and capacity.

### **Media Plan**

The following sample text and promotional materials are adapted from the following resources:

- Michigan Safe Routes 2 School's Walking School Bus program: <http://saferoutesmichigan.org/wsb>
- Santa Clara Walking School Bus Guidebook
- Sonoma Safe Routes to School's Walking School Bus Basics: <http://sonomasaferoutes.org/resources/walking-school-bus-basics.pdf/view>
- Sonoma Safe Routes to School's Bike Train Guide for Volunteers: <http://sonomasaferoutes.org/resources/bike-train-guide-for-volunteers.pdf/view>
- Marin County Safe Routes to Schools' SchoolPool Marin materials: <http://www.schoolpoolmarin.org/>

## Messaging

The main media messaging for Walking School Buses and Bike Trains can be:

- Walking School Buses and Bike Trains save time and money by sharing transportation responsibilities.
- Walking School Buses and Bike Trains decrease traffic jams around your school by reducing the number of cars dropping-off students in the morning and picking them up in the afternoon.
- Walking School Buses and Bike Trains are healthy ways of getting exercise and have students get to school ready to learn.
- Walking School Buses and Bike Trains build community among participants.

## Newsletter/Email Text

*For parent champions to send to parents at each school at the beginning of the school year.*

The Walking School Bus/ Bike Train at [SCHOOL NAME] has started and will continue every [DAYS] from now until [DATE]. In this program, students walk or bicycle to school in groups supervised by adult volunteers.

Join a Walking School Bus/ Bike Train to save gas and time, make friends, reduce pollution, and get some exercise on the way to school. Walking School Buses and Bike Trains:

- 🚶 Save time and money by sharing transportation responsibilities
- 🚶 Build community by introducing neighbors
- 🚶 Promote active lifestyles
- 🚶 Decrease traffic jams around your school by reducing the number of cars
- 🚶 Reduce air pollution

If you'd like to participate, please turn in your parental consent forms to the office. I will collect completed forms on [INSERT DATE] and connect participating families. Also, if you want to be one of the adult volunteers to walk or bicycle with students at [SCHOOL], please contact me.

## Walking School Buses and Bike Trains Sign-Up Form

See form on the following page.

# Hollister Safe Routes to Schools

## Walking School Bus or Bike Train Sign-Up

**Join other families walking and bicycling to school!**

---

**I am interested in:**

**Volunteering to organize a walking school bus or bike train TO school**

**Volunteering to organize a walking school bus or bike train FROM school**

**Participating in a walking school bus or bike train led by another person**

Parent volunteer name and contact information (please print):

---

Name

---

Address

---

Phone

Email

# Hollister Safe Routes to Schools Walking School Bus or Bike Train Volunteer Agreement

Congratulations! By becoming a Walking School Bus – Bike Train Volunteer, you are helping our school community!

As a **Walking School Bus or Bike Train Volunteer**, I commit to assisting students get to school by walking or bicycling. I agree to work with the Council of San Benito County Governments on the following school activities:

- Attend Walking School Bus – Bike Train Volunteer training at the beginning of school.
- Include Walking School Bus – Bike Train materials and information in back-to-school packets.
- Support and lead Walking School Buses and/or Bike Trains.

The Council of San Benito County Governments will assist you by:

- Promoting active and/or shared transportation to school. This means educating and encouraging students and families to walk, bike, ride transit or carpool to school.
- Providing resources and materials for Safe Routes to School activities (e.g. e-news blurb text, incentives, etc.)
- Provide Walking School Bus – Bike Train Volunteer training at the beginning of the school year.
- Support you in recruiting volunteers for your Walking School Bus or Bike Train.
- Being available for one-on-one planning, brainstorming, and troubleshooting.
- Giving you moral support and cheering you on!

**I have read and agree to the above**

## Walking School Bus / Bike Train Volunteer

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Council of San Benito County Governments

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# Hollister Safe Routes to Schools

## Walking School Bus or Bike Train

### Parent Consent Form

---

Walking School Buses and Bike Trains help communities to work together to get children to school actively and safely. Participating students walk or bicycle to and from school in groups led by adult volunteers.

(Student Name) \_\_\_\_\_ wishes to participate in the Walking School Bus – Bike Train.

We agree on the following rules (discuss these with your child and place a check mark in each box):

The pick-up place on (weekday) \_\_\_\_\_ morning will be: \_\_\_\_\_ at \_\_\_\_\_ a.m.

The drop-off place on (weekday) \_\_\_\_\_ morning will be: \_\_\_\_\_ at \_\_\_\_\_ p.m.

Student will be on time.

Student will listen to the Walking School Bus – Bike Train Leader

Arrangements will be made so that someone will be at home to meet the student after school or:

We (parent and student) agree that the student can be dropped off at home after school with my own house key.

Student will not go to school or leave school by himself or herself, or with friends or anyone else, unless they have their parent's written permission and the leader knows about this arrangement.

We will notify the leader if the student is not going to travel to or from school with the group for any reason.

Student will obey all traffic rules and demonstrate safe pedestrian/bicyclist behavior.

When biking, student will always wear a helmet and obey traffic signs.

Student will not speed ahead or keep the group waiting by going too slowly.

#### **Late Policy**

If the student is late after school and the Walking School Bus or Bike Train has already left, student will inform the school office so that arrangements can be made for his or her safe journey home. Student will wait in the office until his or her parent/caregiver comes to pick him or her up. Parent/caregiver is responsible for getting the student to or from school if late.

#### **One Chance Rule**

Student understands that if he or she behaves in an unsafe manner in traffic, or does not listen to and obey the directions of the volunteer leader, the student will be given a warning and the parent/caregiver will be

informed. This will be the first and last chance. If the student does not follow the rules and behavior expected, we understand that the student will not be allowed to continue being a member of the Walking School Bus – Bike Train.

**Potential Risks**

The Walking School Bus – Bike Train Program is intended to reduce the risk of injury to students as they travel to and from school through the use of volunteer adult supervision.

**Voluntary Consent**

I certify that I have read this consent form or it has been read to me and that I understand the program and its risks. By signing this consent form, I agree to allow my student to participate in this program.

**Emergency Contact**

I understand that if my son/daughter becomes ill or is injured during the trip to and from school, someone will attempt to contact me or an emergency contact at the numbers listed below or in the school office:

\_\_\_\_\_ (phone #) \_\_\_\_\_ (Parent Name)

\_\_\_\_\_ (phone #) \_\_\_\_\_ (Other emergency contact)

If I cannot be reached, I understand and agree that my son/daughter may be taken for medical assistance, and I agree that I will be solely responsible for any and all costs incurred as a result. I further agree to hold harmless [SCHOOL NAME], its board members, its employees and any volunteer for this program for any injury that occurs to my child which is not the result of action or inaction by the district or its representatives.

Student’s Name: \_\_\_\_\_ Homeroom & Grade \_\_\_\_\_

Route \_\_\_\_\_ Students’ Address \_\_\_\_\_

Signature of Parent or Guardian: \_\_\_\_\_ Date: \_\_\_\_\_

## **Walking School Bus – Bike Train Training**

Potential Walking School Bus – Bike Train leaders and adult assistants should be trained at the beginning of the school year. The training should cover:

- The goals of the program
- Expectations for route leaders – see forms
- Detailed route information
- Traffic safety for walking and bicycling
- Group management techniques or how to handle inappropriate child behavior. Have a strict rule that if students misbehave in an unsafe manner, they can no longer participate.
- Emergency procedures, including injury protocol and what to do if a route leader cannot serve on a given day. Create a contingency plan with back-up leaders. You can also have parents of children on the route agree to be emergency back-up leaders, assuring them that they will only be contacted when there is no route leader or back-up route leader available. Program coordinators and route leaders should have contact lists on hand, so they can call an emergency route leader when needed.
- Liability issues and the parental consent forms – see forms
- School delay schedule and inclement weather policy. Try to encourage walking or bicycling in bad weather, and sign up for a rainy day carpool
- What to do if a child is late, does not meet the Walking School Bus – Bike Train as expected, or shows up unexpectedly. This may vary by school, but a good procedure is to proceed with the walk or bicycle unless you've heard from the parent by a given time and can adjust accordingly. This procedure and the appropriate time you are leaving the stop should be made clear to parents in writing at the start of the program. For children who are not part of the program, you could allow them to walk with the group if they are accompanied by a parent or adult who is responsible for their care. You could also choose not to allow participation by children who do not have a signed parental consent form.

### Getting Started

- Think about people, groups, organizations, agencies, and companies that can help by building excitement and promoting the program, volunteering their time, or providing funding, supplies, or other resources.
- Consider which neighborhoods are within a good walking or bicycling distance of your school. Is there a good location to meet up or drop off students?
- Require an application and background check for each potential volunteer. For background checks, use a system that is already in place, such as the school, district, or PTA's system for vetting volunteers.
- Take a test walk of your route. Set departure times for every "stop" on each route based on what you learned from the test walk. Be generous with time estimates as groups of children will move more slowly than a few children or adults.
- Provide parents with the parental consent form, route maps with stops, protocol for when the student is participating or not on a given day, school delay and inclement weather policy, phone numbers for their route leader(s) and the Walking School Bus – Bike Train Volunteer. Identify typical concerns to address with parents at Back-to-School events or other Safe Routes to School events.
- Provide students with pedestrian and bicycle safety training. Parents or route leaders may go over the information with children, or the information can be incorporated into classroom activities, PE classes, or special assemblies.



- Throw a Kick-off Event to build excitement and gather support from school faculty and staff, parents, and students. The Kick-Off can coincide with an existing event or it can stand alone.

### Safety Recommendations

Here are some recommendations to help you prepare for potential incidents along the route:

- Meet with the school principal to discuss an emergency plan in advance
- Determine if student route participants have medical conditions in advance
- Always carry a first aid kit
- Always keep a cell phone on hand
- Call 911 first and the school second
- Involve the school principal/school support system in identifying strategies to address potential behavioral concerns among student/adult participants

### Bike Train Training

Gathering the Group

- Be sure that the students have a place to gather that is out of the way of motorized traffic.
- Please arrive at your starting location at least 5 minutes earlier than the gathering time for the students.
- As students arrive, check their names off the list. If a student is not on the list, but has a permission slip “ticket” in hand, you may allow him/her to ride with the train. If a student is not on the list and does not have a “ticket,” please assign an adult to accompany the student to school; the student will not be “officially” part of the Bike Train (for liability and precedent setting reasons). Upon arrival at school, the accompanying adult should bring the student to the office so that the parents can be contacted.
- Be sure that every participant has a helmet.
- Distribute safety vests to students who are not wearing bright clothing. (Note: this is for SAFETY, not for fashion!) Also make sure that shoelaces are tied, pant legs aren’t flapping, etc.

## Recommended Programs

### Starting Out - for the first time or if you have new students

- Welcome the group and congratulate them on participating in the Bike Train.
- Call a “Rider’s Meeting” and review the Bike Train Basics provided below. Though the students will want to get going, it is worth taking the time to set some basic ground rules for safe bicycle riding; explain that all adult bike rides start this way, too.
- If you have a lot of students, assign each adult to keep an eye on approximately four or five students. Explain that the adults should also watch and listen for communication between groups, such as an indication that a student has a mechanical problem (See “Along the Route.”)
- Leave your starting location a few minutes later than indicated on the schedule to allow for late-comers at each point along the way. (It’s better to be late than early to avoid missing students who want to participate.)
- You might want to begin with a bit of “fanfare”, such as a “Walk and Roll to School, It’s Cool!” chant

### Bike Train Basics

- Adult-supervised Bike Trains travel on the street, not on the sidewalk.
- Ride single file, leaving space between bicycles (just in case of a sudden stop); do not pass.
- Ride on the right side of the street, generally about an arm’s distance from the curb. Stay to the right and ride as straight as you can so that cars can pass.
- Use hand signals to show you are turning, slowing, or stopping. Calling out “Turning right!” “Slowing!” or “Stopping!” is also helpful.

### Along the Route

- Stop briefly at the designated Bike Train stops; welcome and check in any waiting students. (Be sure their name is on the list or have a permission slip in hand.) Check the time, then continue on, modifying the pace, if necessary, to reach your next destination just slightly behind schedule.
- If a student lags behind or has mechanical trouble, move off the road and designate an adult to stay and assist him/her to continue on.
- The Bike Train Leader rides at the front of the “train” and sets an example for safe bicycling behavior. (See “Bike Train Basics” above.) The Engineer knows the route and the stops along the way and keeps track of the time.
- The Sweep rides at the back of the group to keep an eye on the students in front of her/him and make sure no one falls behind.
- Both the Leader and the Sweep wear bright clothing (or vests) so that the group is highly visible to motorists.

Arriving at School

- Proceed to the bike parking area and help students park and lock their bikes.
- Please collect all safety vests.
- Your duties are now completed! Thank You!

### 4.2.4 Walk to School Day

International Walk to School Day is typically held in early October. Students and families are encouraged to walk to school.

Volunteers can form Walking School Buses. Schools can leverage the enthusiasm by holding other contests and events during the week or on the day of the event.

#### Objective

The event's main objective is to celebrate the many students who already walk to school. Activities encourage families to form and sign up for Walking School Buses or try walking to school.

#### Details

- Implementer: Council of San Benito County Governments, Hollister School District, PTAs and parent champions.
- When: early October
- School level: Elementary and middle schools
- Involvement: Medium
- Estimated budget: Staff time, mostly parent champion and volunteer time

#### Timeline

Two months before event	Announce Walk to School Day to schools
Month before event	City issues media advisory announcing Walk to School Day
Two weeks before event	Table during school drop-off or pickup. Publicize the event and sign parents up for Walking School Buses.
Week before event	Prepare final press release information for partners and for media
Two days before event	City to issue press release announcing Walk to School Day
October	Walk to School Day

#### School Participation

Schools that sign up to participate agree to do the following:

- Publicize the event in their school at least two weeks in advance (starting in mid-September).
- Encourage parents to sign up for Walking School Buses.
- Staff a table at the school entrance on the selected morning for the promotion at your school and hand out bags with incentives for students.

#### Key Objectives

Celebrate students who are already walking and encourage families to form Walking School Buses.

## Walk to School Day

### Before the Event

The parent champion can set up a table during school drop-off or pickup two weeks before the event. This is an opportunity to advertise the event and sign parents up for Walking School Buses.

### Day of the Event

The Council of San Benito County Governments staff, school staff, and parent champions can host activities and incentives (such as the Golden Sneaker Contest).

### Media Plan

#### Messaging

The main media messaging for Walk to School Day will be:

- Join people around Hollister by participating in Walk to School Day
- Improve safety, reduce congestion, and save time and money by walking with your neighbors and classmates

### Walk to School PA Announcements

*To be announced the day before your school's event.*

Tomorrow [SCHOOL NAME] is Walk to School Day! There are four great reasons to walk to school:

- There will be less traffic jams, and
- Less pollution
- Walking is healthy exercise, and
- It's FUN!
- Remember, if you walk to [SCHOOL NAME] tomorrow, you will receive [PRIZE]! Get a reward for the great work you do to be green and stay healthy.

*Day of your school's event:*

If you walked to school today, congratulations...and THANK YOU! Millions of students all over the world walk to school because it's fun, it's good for you, and it's good for the environment! Thank you for joining the rest of the world today walking! The transportation choices we make every day can help to improve the health of our bodies and our planet.

## 4.2.5 Carpool to School Day

Carpooling complements walking and biking modes by reducing vehicle congestion and increasing pedestrian and bicyclist safety at schools, and by providing a greener transportation alternative for families who do not wish to walk or bike during rainy or cold weather. Further, carpooling reduces air pollution at schools, and builds relationships between families that can be leveraged for other Safe Routes to School programs and events.

Carpooling is an important component to Safe Routes to Schools efforts, with the National Center for Safe Routes to School highlighting carpooling programs in Charlottesville, VA, Santa Cruz, CA, and the Kansas City Region.<sup>1</sup> Locally, Marin County Safe Routes to Schools has been promoting its SchoolPool service as a way of matching families who want to drive, walk, or bike to school together.<sup>2</sup> Palo Alto has initiated a pilot SchoolPool program that gives parents online tools to help them pool their trips to school with other parents, whether by car, on bike, or on foot.

### Objective

The primary objective of Carpool to School Day (C2SD) is to increase the share of students carpooling to school in a sustainable, repeatable way.

The event's objectives are to:

- Increase awareness and participation of carpooling to school
- Decrease traffic jams around schools by reducing the number of single family occupied cars by increasing the number of students in each car
- Reduce air pollution
- Build community by introducing neighbors and schoolmates to each other

Details:

- Implementer: School District, School or parent champion
- When: October
- School level: All
- Involvement: Moderate to High
- Estimated budget: Staff time, flyer and sign-up form printing

<sup>1</sup> <http://www.saferoutesinfo.org/program-tools/how-have-schools-encouraged-walking-bicycling-and-carpooling-school>

<sup>2</sup> <http://www.schoolpoolmarin.org/>

## Example Programs

### Alameda County Carpool to School Day

This pilot event took place in February 2013 and encouraged students in Alameda County to sign up for the 511 SchoolPool RideMatching service. Students were eligible for incentives and awards if their family signs up for SchoolPool.



### SchoolPool Marin Neighborhood Maps

The Marin County Safe Routes to School Program developed neighborhood boundaries taking into consideration a school's enrollment boundary, as well as logical travel routes to school. The neighborhoods are numbered and a neighborhood leader helps arrange carpools, Walk Pools, and Bike Pools.

[www.schoolpoolmarin.org/maps.html](http://www.schoolpoolmarin.org/maps.html)

**Timeline**

Example timeline:

<b>2 months before</b>	Announce Carpool to School Day to schools, request school registrations Draft press release
<b>1 month before</b>	C2SD registration deadline for school administrators/parent champions City to issue media advisory announcing C2SD Begin publicity for C2SD Begin registering families for carpooling
<b>1 week before</b>	Table during school drop-off or pickup. Sign parents up for event. Provide a map of the school’s enrollment boundary with defined SchoolPool ‘neighborhoods’ where people share a similar commute. Collect registration forms and assist parent champions in matching carpools Participation from elected officials confirmed Prepare final press release information for partners and for media Coordination with television broadcast news outlet and newspaper to secure coverage on February 6 <sup>th</sup> .
<b>Week of event</b>	City to issue press release announcing C2SD
<b>October [DATE]</b>	Carpool to School Day

**School Participation**

Schools that sign up to participate agree to do the following:

- Publicize the event in their school at least four weeks in advance (starting August).
- Encourage parents to sign up to C2SD via paper registration forms.
- Work with parent champion to match carpools for parents who signed up with registration forms.
- Staff a table at the school entrance on the morning of the event and organize the C2SD activities.



## **Carpool to School Day Event**

### **Before the Event**

Parent champions at participating schools will be provided with a toolkit to organize their Carpool to School Day. The toolkit will include flyers to promote the C2SD event, sample newsletter/email text, and sign-up forms.

Parent champions can set up a table during school drop-off or pickup two weeks before the event. This is an opportunity to advertise the event and sign parents up. Provide a map of the school's enrollment boundary with defined SchoolPool 'neighborhoods' where people share a similar commute. Identify neighborhood leaders to help set up carpools in each SchoolPool neighborhood.

### **Day of the Event**

Council of San Benito County Governments staff will provide parent champions with tabling items for the day of the event. On the morning of Carpool to School Day, the following information and incentives will be handed to parents and students:

- Incentives
- Walk and Roll to School maps

Additional activities may take place at individual schools, based on interest and capacity.

### **Media plan**

#### **Messaging**

The main media messaging for C2SD will be:

- Carpooling saves time and money by sharing transportation responsibilities.
- Carpooling decreases traffic jams around your school by reducing the number of cars on the road.
- Carpooling builds community among participants.
- Carpooling boosts community enthusiasm and spirit.
- Carpooling is easy! Sign-up today and be on your way to a greener and healthier way to school.

#### **Newsletter/Email Text**

*For parent champions to send to parents at each school in early or middle January.*

Carpool to school to save gas and time, make friends, and reduce pollution. Carpool to school to:

- Save time and money by sharing transportation responsibilities
- Decrease traffic jams around your school by reducing the number of single family occupied cars
- Build community by introducing neighbors
- Reduce greenhouse air pollution

Join other students carpooling to school on October [DATE], 2014!

If you walk or bicycle to school, you can set up a rainy day carpool in advance so you can get to school while staying dry!

Look in the school office for sign-up forms. I will collect completed forms on [INSERT DATE] and connect participating families.

Watch for me [INSERT DAY AND DROPOFF OR PICKUP]; I will have a map of the [SCHOOL]'s SchoolPool neighborhoods. Once you find out which neighborhood you are in you can find other families who share similar commutes.

On [INSERT DATE] I will host a 'meet and greet' for parents to get to know each other. It will be a great way to get to know other [INSERT SCHOOL NAME] parents and potential carpool families!

NOTE: Parents are more willing to carpool with other parents they have already met. Hosting a social gathering can help connect potential carpooling buddies. You can also speak to the PTA or other school groups.

### **Key Promotional Opportunities**

We recommend issuing two press releases. The first, issued two months before the event, will announce the upcoming event and encourage families to sign up for Carpool to School Day. The second, issued one month before the event, will announce the upcoming Carpool to School Day.

# Hollister Safe Routes to Schools Carpool to School Day Sign-Up

**Join other families carpooling to school on October XX!**

**I am interested in:**

- Volunteering to host a carpool TO school
- Volunteering to host a carpool FROM school
- Participating in a carpool led by another person
- Staffing a table at the school entrance on Carpool to School day
- Participating in a rainy day carpool team

Parent volunteer name and contact information (please print):

---

Name

---

Address

---

Phone

Email

### 4.2.6 Bike to School Day

Bike to School Day is typically held in mid-May. Students and families are encouraged to walk to school.

Volunteers can form Bike Trains. Schools can leverage the enthusiasm by holding other contests and events during the week or on the day of the event.

#### Objective

The event’s main objective is to celebrate the many students who already bicycle to school. Activities encourage families to form and sign up for a Bike Train or try bicycling to school.

#### Details

- Implementer: Council of San Benito County Governments, Hollister School District, PTAs and parent champions.
- When: mid-May
- School level: Elementary and middle schools
- Involvement: Medium
- Estimated budget: Staff time, mostly parent champion and volunteer time

#### Timeline

Two months before event	Announce Walk to Bike Day to schools
Month before event	Council of San Benito County Governments issues media advisory announcing Bike to School Day
Two weeks before event	Table during school drop-off or pickup. Publicize the event and sign parents up for Bike Trains
Week before event	Prepare final press release information for partners and for media
Two days before event	Council of San Benito County Governments to issue press release announcing Bike to School Day
May	Bike to School Day

#### School Participation

Schools that sign up to participate agree to do the following:

- Publicize the event in their school at least two weeks in advance (starting in end of April).
- Encourage parents to sign up for Bike Trains.
- Staff a table at the school entrance on the selected morning for the promotion at your school and hand out bags with incentives for students.

### Key Objectives

---

Celebrate students who are already bicycling and encourage families to form Walking School Buses.

## **Bike to School Day**

### **Before the Event**

The parent champion can set up a table during school drop-off or pickup two weeks before the event. This is an opportunity to advertise the event and sign parents up for Bike Trains.

### **Day of the Event**

Council of San Benito County Governments staff, school staff, and parent champions can host activities and incentives (such as the Golden Sneaker Contest).

### **Media Plan**

#### **Messaging**

The main media messaging for Bike to School Day will be:

- Join people around Hollister by participating in Bike to School Day
- Improve safety, reduce congestion, and save time and money by walking with your neighbors and classmates

#### **Bike to School PA Announcements**

*To be announced the day before your school's event.*

Tomorrow [SCHOOL NAME] is Bike to School Day! There are four great reasons to bike to school:

- There will be less traffic jams, and
- Less pollution
- Biking is healthy exercise, and
- It's FUN!
- Remember, if you bike to [SCHOOL NAME] tomorrow, you will receive [PRIZE]! Get a reward for the great work you do to be green and stay healthy.

*Day of your school's event:*

If you biked to school today, congratulations...and THANK YOU! Millions of students all over the world bike to school because it's fun, it's good for you, and it's good for the environment! Thank you for joining the rest of the world today biking! The transportation choices we make every day can help to improve the health of our bodies and our planet.

### 4.2.7 Monthly Walk & Roll Days

Walk and Bike to School Day is an event to encourage students to try walking or bicycling to school. The most popular events of this type are International Walk to School Day (held in early October) and Bike to School Day (held in early May). Many communities have expanded on this once a year event and hold monthly or weekly events such as Walk and Roll the First Friday (of every month) or Walk and Roll Wednesdays (held every Wednesday).

#### Recommendation

It is recommended the Council of San Benito County Governments School District, schools, PTAs, and parent champions work together to expand Walk and Bike to School days to be held on a weekly basis.

Holding weekly or monthly Walk & Roll to School Day promotes regular use of active transportation and helps establish good habits. Events can take on a wide range of activities, with some schools choosing to make them weekly rather than monthly, such as with a “Walk & Roll Wednesday.”

Volunteers can set up a welcome table for walkers and bikers. The welcome table could provide refreshments, incentive prizes, and an interactive poster letting students document their mode to school. Walking School Buses and Bike Trains and Golden Sneaker Contests can be organized and promoted on these days.

#### Objective

Schools can promote monthly or weekly Walk & Roll Days to promote walking and bicycling year-round and to reward students who are already using active transportation to and from school.

#### Details

- Implementer: Individual schools, with support from the district, PTAs, and parent champions
- When: If monthly, a specific day of the week should be chosen for each month (e.g., the second Wednesday of the month). Activities take place in the morning hours
- School level: Elementary and middle school
- Involvement: Most successful when championed by a parent volunteer, working with school staff
- Estimated budget: Staff time, primarily parent champions

#### Timeline

August	Announce monthly Walk & Roll Days and themes at Back to School events
Monthly	Include announcements for specific Walk & Roll Days in the school e-newsletter

#### School Participation

### Key Objectives

Promote walking and bicycling year-round and reward students who are already using active transportation to and from school.

### Example Program

#### Alameda County Safe Routes to Schools Monthly Themes

The Alameda County SRTS program suggests monthly themes to give students something to look forward to. The program offers simple activities to reinforce the reasons to walk and bicycle to school.

[www.alamedacountysr2s.org/principals-and-teachers/monthly-theme-teaching-toolkits/](http://www.alamedacountysr2s.org/principals-and-teachers/monthly-theme-teaching-toolkits/)

## Recommended Programs

Schools that sign up to participate agree to do the following:

- Publicize monthly Walk & Roll Days during Back to School events and in the school e-newsletter.
- Encourage parents to sign up for Walking School Buses, Bike Trains and Carpools.
- Allow parent champions and volunteers to staff a table at the school entrance on the morning of the event and hand out incentives.

## Weekly/Monthly Walk & Roll Days Event

### Before the Event

At the beginning of the school year, the parent champions at participating schools will be provided with a toolkit to organize their Walk & Roll to School Days. The toolkit will include flyers to promote the monthly theme and sample newsletter/email text.

### Day of the Event

On the morning of Weekly/Monthly Walk & Roll Days, parent champions and other volunteers can hand out incentives to students or greet them and give them snacks to thank them for participating.

Additional activities may take place at individual schools, based on interest and capacity.

### Media Plan

#### Messaging

Providing a monthly theme can help keep the event fresh and maintain student and parent enthusiasm. Schools can promote the monthly theme the week before the Walk & Roll to School Day. Example topics, themes, and activities (adapted from Alameda County Safe Routes to School's monthly themes ([www.alamedacountysr2s.org/principals-and-teachers/monthly-theme-teaching-toolkits/](http://www.alamedacountysr2s.org/principals-and-teachers/monthly-theme-teaching-toolkits/))) include the following:



- **September: Back to School**  
 Themes: Start the new school year right by forming a carpool, Walking School Bus, or a Bike Train.  
 Activities: Back to school event, tabling for families to sign up or form a group.
- **October: Walk to School Day**  
 Themes: Join hundreds of students walking and carpooling to school.  
 Activities: Walk School Day, tabling and promotion in advance, other incentive programs such as the Golden Sneaker.
- **October: Carpool to School**
- Themes: Save time and money by sharing transportation responsibilities, decrease traffic jams around your school, and reduce air pollution by carpooling to school.  
 Activities: Carpool to School Day, incentives for carpooling.
- **November: Walk the Vote!**  
 Themes: Build community by meeting your neighbors with your Walking School Bus, Bike Train, or Carpool. If you usually walk or bike, sign up for a rainy day carpool.  
 Activities: Canned food or winter clothing drive.
- **December: Winter Wonders: Staying Safe and Wearing Bright Colors**  
 Themes: Remember to dress warmly and be visible to drivers.  
 Activities: Light parade to/from school, warm up walkers and bikers with hot cocoa or cider.
- **January: Resolutions**  
 Themes: Make a healthy pledge to try something new. Step into the New Year by reducing the number of trips made solo in your family car.  
 Activities: Make pledge cards for students or families to set goals.
- **March: Walk, Bicycle, or Carpool for the Prize!**  
 Themes: Win prizes and have fun by walking, bicycling, or carpooling to school.  
 Activities: Poster Contest.
- **April: Earth Week**  
 Themes: Take alternative transportation to reduce pollution and save the planet.  
 Activities: Coordinate with schools and City on Earth Week Activities, such as competitions, tabling, art projects, green pledges, technology demonstrations, and other activities.
- **May: Bike to School Day**  
 Themes: Save time and money by sharing transportation responsibilities, decrease traffic jams around your school, and reduce air pollution by carpooling to school.  
 Activities: Bike to School Day and incentives.
- **June: Walk & Roll for Summer Fun**  
 Themes: Keep walking and bicycling over the summer to stay cool, be healthy, and have fun.  
 Activities: Incentive contest.
-

### 4.2.8 Golden Sneaker Contest

In the Golden Sneaker Contest, classrooms compete to see which class has the highest rate of students walking, biking, or carpooling to and from school. The class tracks how many students commute by these modes and calculates the percent of total trips by each mode. The winner of the contest receives a “golden sneaker” trophy, along with other incentive prizes.

A Golden Sneaker Contest can be expanded from classroom competitions to intra-school competitions or district-wide competitions. Some schools hold celebrations for winning classrooms.

#### Objective

The event’s objectives are to encourage students to walk and bicycle to school on specific days or weeks by rewarding them.

#### Details

- Implementer: Individual schools, with support from the Council of San Benito County Governments, PTA’s and parent champions.
- When: Any two-week period during the school year. Better during early fall or spring months to limit rainy days.
- School level: Elementary
- Involvement: Low for Council of San Benito County Governments, medium for parent champions
- Estimated budget: Staff time, inexpensive sneaker and gold paint

#### Timeline

This program can be run at any time during the school year. It is recommended to coincide with other events, such as Walk to School Day and Bike to School Day.

#### School Participation

Participating schools should request that teachers participate in the contest by telling their students about it and collecting the mode split information each day or week. Winning classrooms can win a pizza or ice cream party or other incentive.

### Key Objectives

Encourage students to walk, bicycle, and carpool regularly by providing incentives and rewarding them in front of their peers.

### Example Program

#### Marin County SRTS Golden Sneaker Guidebook



Marin County SRTS offers a guidebook with instructions for teachers and parent volunteers to implement a golden sneaker award.

[www.saferoutestoschools.org/SRTSi/mages/GoldenSneaker-Guide-2010.pdf](http://www.saferoutestoschools.org/SRTSi/mages/GoldenSneaker-Guide-2010.pdf)

## Golden Sneaker Contest

### Before the Contest

The Council of San Benito County Governments provides a packet of information and resources to teachers, including contest instructions and a poster or other way of tracking students' trips.

Two weeks in advance of the event, the parent champion or organizer should send an e-mail or letter to the families of targeted students to encourage them to participate. Solicit donations from local businesses or meet with the PTA about financing the pizza/ice cream party for the winning classroom.

### During the Contest

During the contest, teachers ask their students to keep track of each time they walk, bike, carpool or ride the bus to or from school each week. A one-way trip by one of these methods earns one point; a round trip earns two points. They can ask for students' numbers for the week every Friday.

The Council of San Benito County Governments staff or parent champions should check with teachers mid-contest to make sure they are keeping track of their classrooms' points. Create the golden sneaker by spray – painting an old sneaker gold and mounting it on a small podium of wood.

At the end of the program or at key points during a longer event (i.e., weekly or monthly), the Council of San Benito County Governments staff or parent champion should collect the tallies from each classroom and announce winners. Prizes can be announced on Mondays via the school loudspeaker and in the school newspaper.

Here are some tips for a successful Golden Sneaker Contest:

- It is easiest to begin the contest on the first Monday of the month and end it on the last Friday of the month.
- Some schools choose to “even out” the competition by splitting up the grades into more evenly matched levels that compete with each other (i.e., kindergarteners and first graders compete).
- Students who live too far away to walk or bike can participate by having their parent park away from school and walking or bicycling the last part of the trip.

### Media Plan

The following sample text and forms are adapted from Marin County Safe Routes to School's Golden Sneaker Award Guidebook.

### Messaging

The main media messaging for the Golden Sneaker will be:

- Win prizes for your classroom by walking, bicycling, or carpooling to and from school!
- Live too far away from school to walk or bike? Form a carpool or get dropped off near your school and walk or bicycle for the last part of the trip.

### Newsletter/Email Text

## Recommended Programs

*Send this text in an e-mail blast or school newsletter approximately two weeks in advance of the contest.*

This year, homerooms can choose to participate in a contest that awards students who walk, bike, and carpool to school. The class will receive a point for each time a student uses one of these methods to get to or from school. At the end of the month, the homeroom with the most points will get to display the Golden Sneaker Award in their classroom and will also win [REWARD].

Optional statement: In order to make the competition as fair as possible, the following grades will compete with each other: kindergarten and first graders, second and third graders, fourth and fifth graders. Start a healthy habit now and have fun!

Optional statement: Do you live too far away from school to walk or bike? Form a carpool or get dropped off at [LOCATION NEAR THE SCHOOL] and walk or bicycle for the last part of the trip.

### **Loudspeaker Announcements**

#### End of Contest Month Reminder

Golden Sneaker Award Totals Sheets are due today in the office. Make sure you turn in your sheet for a chance to win [REWARD]!

#### Announcing the Contest or Interim Winners

Congratulations to Homerooms \_\_\_\_\_ (name winners) for capturing the Golden Sneaker Award!

Your class can enjoy the [REWARD] they won next month, if you walk, bike, carpool or bus to school. We thank you for making decisions that reduce traffic and pollution around our school.

### **Student Sign-In Log**

*The following sheet should be provided to teachers to track their students' trips.*



# Hollister Safe Routes to School

# Golden Sneaker Contest Class Travel Log

**Week 1**

Date	Walked	Biked	Carpooled
Total Points			

Teacher Name

Classroom Number

Month and Week

Coordinator Name

Date	Walked	Biked	Carpooled
Total Points			

**Week 2**

Coordinator Phone Number

Coordinator E-mail

**Week 3**

Date	Walked	Biked	Carpooled
Total Points			

### Instructions

- Use this form to report the total of each mode of travel for each day
- Each student earns one point for one way, two points for two ways.

Date	Walked	Biked	Carpooled
Total Points			

**Week 4**

### 4.2.9 Poster Contest

Poster contests simultaneously promote walking and bicycling with students who participate in the contest while also generating outreach materials to spread the messages to the general public.

#### Objective

The Poster Contest has students create art to promote active transportation options among their peers. The program:

- Encourages the students creating the art to think about why they enjoy or feel good about using active transportation options
- Promotes active transportation options to students who do not participate in the contest and to parents
- Brings the community together for an awards ceremony and art show to celebrate the benefits of active transportation options
- Develops materials that the Hollister Safe Routes to School program can use to promote the program and specific events
- Builds awareness and support for the Hollister Safe Routes to School program

#### Details

- Implementer: Individual schools, with support from the district, parent champions and the Council of San Benito County Governments
- When: March
- School level: Elementary
- Involvement: High for Council of Governments staff, medium for parent champions
- Estimated budget: Staff time (particularly the first year), printing and potentially framing winning posters, awards ceremony costs

#### Key Objectives

Students create art to inspire their peers to try active transportation options. The art can be used to promote the Hollister Safe Routes to School Program and related events.

#### Example Programs



#### San Ramon Valley StreetSmarts Story Book Poster Contest

This annual event invites elementary school students to submit traffic safety illustrations for a community storybook.

[www.street-smarts.com/programs/storybook\\_poster\\_contest.htm](http://www.street-smarts.com/programs/storybook_poster_contest.htm)

### **Timeline (Times estimated from Award Ceremony)**

This program can be implemented in March.

- |                          |   |
|--------------------------|---|
| <b>Two Months Ahead</b>  | Announce Poster Contest, promote it in school e-newsletters, and publish submission guidelines, entry forms, judging guidelines, and prizes.<br><br>Solicit incentives and prizes from local businesses and find location for Awards Ceremony |
| <b>One Month Ahead</b>   | Collect submissions, scan, and issue to judges  |
| <b>Three Weeks Ahead</b> | Collect judge feedback and score submissions  |
| <b>Two Weeks Ahead</b>   | Inform winners and publicize Awards Ceremony and Art Show with a press release and enews blasts   |

### **School Participation**

Participating schools should publicize the Poster Contest via the school e-news and school announcements. Art teachers could provide class time for students to work on submissions.

### **Poster Contest**

#### **Before the Contest Submission Deadline**

Materials announcing the contest and submittal guidelines should be publicized beginning approximately two months before the Awards Ceremony is planned, to allow a month for the contest and a month for judging and publicizing the final event.

Begin looking for partners and sponsors. Sponsors can be recognized in the Poster Contest announcement materials, at the awards ceremony, and on the Council of San Benito County Governments Safe Routes to School website. You should identify the following assistance:

- A location for the awards ceremony
- Art store to frame the winning posters
- Sponsors to donate prizes and potentially small incentives for participation – big prizes can be split between two or more businesses
- Sponsors to donate food for the awards ceremony

Determine a theme for the contest. It can be a citywide theme or specific to your school. Suggested themes include:

- Benefits of walking/biking/carpooling - fun/healthy/good for the environment/saves time and money
- Safety messages - helmet use, safe bicycle riding, follow the rules of the road, safe driving, or safe street crossing

Invite judges; five or seven judges are recommended. They can be teachers, students, School District staff, business owners, City staff, or others with a role in the community.



Students can create the posters in art class or other classes, or they can be asked to create their submissions outside of school. Submission guidelines can require that students mail their posters to an address or deliver them to the school office for the parent champion or City Safe Routes to School staff to collect.

### **After the Contest Submission Deadline**

Submissions should be scanned and e-mailed to the judges along with the judging guidelines (see materials following). Issue a press release to announce the Awards Ceremony.

### **Awards Ceremony**

The Awards Ceremony is an art show opening for all submissions to the contest. It can be held at a local art gallery or community center. A Friday evening is recommended, to increase the celebratory nature of the event. Refreshments are provided and attendees invited to view the submissions. The winners are announced and prizes are handed out, including a certificate for every student who submitted artwork. A major or local celebrity can be a guest speaker to draw students and families.

### **After the Event**

The winning submissions can be posted on local buses and bus shelters to raise visibility. They can be used to promote Walk & Roll to School or Earth Day events. Other options for using the artwork include:

- A traffic safety book for classroom use
- Bookmarks for all students
- Posters to promote specific Safe Routes to School events and activities
- Bus backs, benches, and transit stops
- Calendar to hand out to families during Back-to-School events

### **Media Plan**

#### **Messaging**

The main media messaging for Poster Contest will depend on the selected contest theme.

#### **Newsletter/Email Text**

*This text can be included in an e-mail blast two weeks before the program is being held and to remind students of the deadline.*

Create posters showing [POSTER CONTEST TOPIC]!

Enter for a chance to win great prizes and have your artwork featured in an art show, on posters, advertisements, and more! Download submission instructions from [LINK TO WEBSITE] and submit your artwork to [LOCATION] by [DATE] to participate. All participating students will receive certificates and will be eligible to win great prizes!

*This text is to announce the Awards Ceremony and remind parents to attend.*

Please join us to celebrate the creative, original Safe Routes to School messages and artwork designed by Hollister students.

## Recommended Programs

At [TIME], we will have a ceremony to honor all the young artists and unveil their artwork to the public in the [LOCATION]. Our generous program supporters will be thanked and light refreshments will be served. The show will remain up through [DATE].

### **Key Promotional Opportunities**

We recommend issuing two press releases. The first, issued in approximately two months ahead of the contest, will announce the contest and encourage students to begin working on their submissions. The second, issued two weeks before the Awards Ceremony, will announce the contest winners and the details of the Ceremony.

### **Poster Art Contest Announcement**

To be sent home to parents or included in the school e-news. After the first year, materials should be redesigned to include student art. Materials are adapted from the Davis Street Smart Poster Art Program. Artwork may also be mounted in advertising space at bus stop shelters.

*Note: In the second year of the program, it is recommended that winning artwork be used to develop the announcement poster.*

## 4.3. Enforcement Programs

### 4.3.1 Crossing Guard Program

The effectiveness of a crossing guard can be the deciding factor in a parent feeling comfortable enough to let their child walk or bicycle to school. Currently, adult crossing guards in the City are school staff and receive no formal training. While many staff approach the task with enthusiasm, Parents who participated in this planning effort expressed their desire for improved and uniform levels of training and effort for all adult crossing guards.

#### **Recommendation**

It is recommended the City fund improved training and train all adult crossing guards.



*Adult Crossing Guard at RO Hardin*

### 4.3.2 Speed Feedback Signs

Fast-moving traffic can be a major deterrent to parents and children walking and bicycling to school. Speed feedback signs can be used both as an education and enforcement tool. A speed feedback sign can be used to display the approaching vehicle speeds and the posted speed limits on roadways. Newer speed feedback signs record speed data the City can use to evaluate roadway conditions.

#### **Recommendation**

It is recommended the City consider installation of permanent speed feedback signs at the locations identified in Chapter 3 of this report and have available mobile speed feedback trailers for use throughout the City.

### 4.3.3 School Crosswalk Stings/Enforcement Campaigns

In a crosswalk sting operation, the Police Department targets drivers who fail to yield to pedestrians in a school crosswalk. A plain-clothes decoy police officer ventures into a crosswalk and motorists who do not yield are given a citation by a second officer stationed nearby. The Police Department or School District may alert the media to the crosswalk stings to increase public awareness of the crosswalk safety issue. Other common enforcement campaigns include targeting driver violations including speeding or talking/texting on cellphones.

#### **Recommendation**

This Report recommends the City and School District work with the Police Department to conduct school crosswalk stings and enforcement campaigns.

## 4.4. Evaluation Programs

Evaluation efforts are essential to developing and sustaining Safe Routes to School programs. By understanding and documenting the effects of the programs efforts on travel behavior, parent and student attitudes, and physical conditions near schools. Evaluation efforts are also often required to be competitive or eligible for grant funding.

### 4.4.1 Student Walking and Biking Counts

Student hand tallies are a one way to count the number of students who walk, bicycle, take transit or carpool to school. The National Center for Safe Routes to School provides the standard tally form.

#### **Recommendation**

It is recommended the Hollister School District conduct student tallies on an annual basis.

### 4.4.2 Parent Surveys

The National Center for Safe Routes to School provides a standard parent survey, collecting information on modes of travel, interest in walking or biking to school, and challenges to walking and bicycling to school. The information gathered from the parent surveys can help the Council of Governments, School District and City provide programs that are attractive to parents. Parent surveys can also help measure parent attitudes and changes in attitude towards walking and biking to school.

#### **Recommendation**

It is recommended that the Council of Governments, City and School District work together to conduct annual or bi-annual parent surveys.

## Recommended Programs

*This page intentionally left blank.*