

Data and Evaluation, Focus on the Foundation

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Overview

- About the Clark County School District
- Begin with the end in mind
- What is your data and evaluation capacity?
- The school partner
- Tailoring the SRTS program
- Data uses
- Sample reports



Clark County School District (CCSD), Nevada

- 5th largest in the United States
- 271 elementary and middle schools
- 12 new elementary schools coming online in 2017 and 2018
- Multiple jurisdictions - 5 cities and 1 county
- 113 schools in SRTS program
- 3 full-time staff, 1 part-time staff

Begin With the End in Mind

- What are you required to evaluate/report on?
- What information are partners/others asking for?
- Are improvements or funding directly connected to certain data sets?
- What do you want to evaluate?
- Does your data collection efforts support your evaluation program?
- Are you collecting information you are not using or that is not needed?
- Do you need to establish a baseline?

CCSD Required Reporting

- Partnerships - CCSD School-Community Partnership Office
 - Materials/goods donations
 - Cash donations
 - Time donations
 - Number of schools/students impacted
 - Overall program growth
 - Parent engagement numbers
- Participation numbers – NDOT
 - Events
 - Nevada Moves Day, Walk to School Day, Bike to School Day
 - General accounting of activities



CCSD Partner Requests

- Number of students receiving bike/pedestrian education
 - NV State Highway Safety Plan – Pedestrian Critical Emphasis Area Sub Committee). Establish a statewide baseline.
- Number of schools involved in SRTS programs (bike education) and number of bike parking spaces at each school
 - Cities/County applying for Bicycle Friendly City/County Status
- Bicycle and Pedestrian Counts
 - County (and some city) requirement to justify improvements
- How many kids walk and/or bike to school
 - County and city requests

What Else?

- Walk audits
 - School requests
- Walk audit follow ups
- Program evaluation
- Parent Surveys summarized
 - For the overall school district
 - By jurisdiction
 - By school
 - Multiple year
- Student tallies

2013 Summary of Parent Survey Results

	National		CCSD (2013)
1	Distance	1	Speed of traffic along route; Violence/crime (tie)
2	Traffic danger	2	Safety of intersections and crossings
3	Adverse weather	3	Distance
4	Fear of crime danger	4	Amount of traffic along route

Data/Evaluation Point Summary

Required

- a. Partnerships
 - Time, materials, cash,
students/schools reached and
parent engagement
- b. # of students/schools
participating in events

Desired

- a. Parent surveys summarized
- b. Student tallies

Requested

- a. # of students receiving bike/ped
education
- b. # of students receiving bike
education
- c. # of schools in SRTS program
- d. Bike and pedestrian counts
(specific locations)
- e. # of bike parking spaces
- f. # of students walking/biking to
school
- g. Walk audits and follow up
- h. Evaluation

Be Realistic

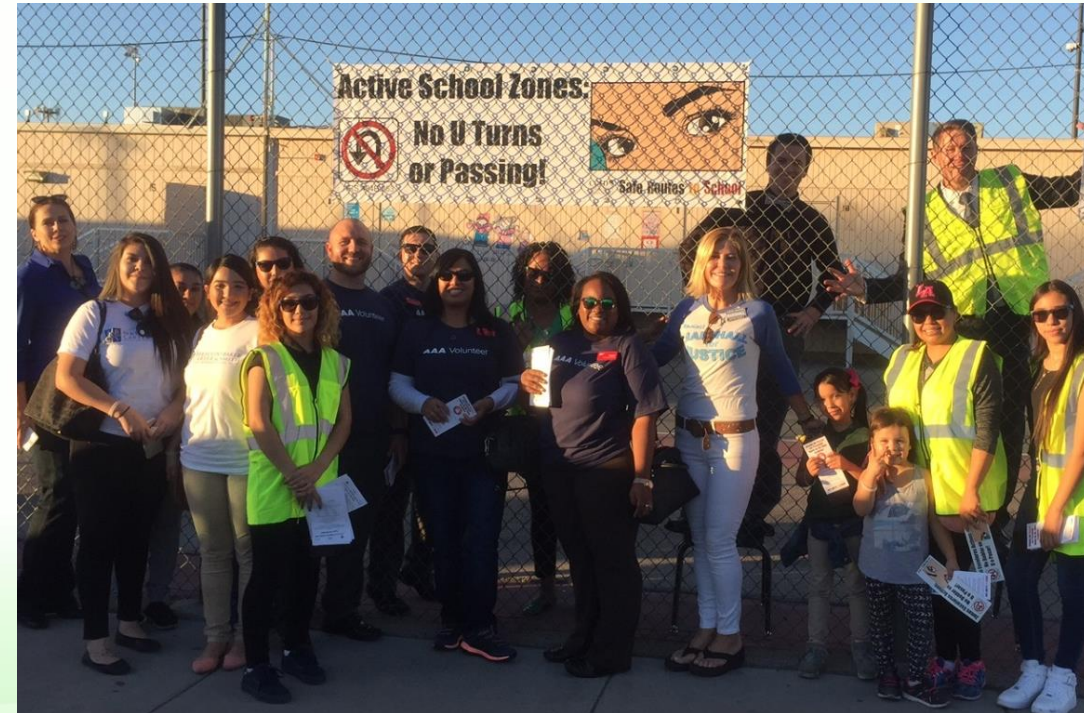
- What can be feasibly collected with current manpower and budget?
- What can be feasibly analyzed with current manpower and budget?
- What kinds of data do partners/others collect and analyze?
- What is a realistic timeline to implement the collection/analysis?
- What would be helpful for the schools?



LET'S BE
REALISTIC

The School Partner

- How does SRTS program's meet school goals?
 - Decreased traffic congestion
 - Infrastructure improvements
 - Healthy and successful students
 - Community partners
- What does it mean to be "in" the SRTS program?
- Make it easy to participate in SRTS



Parents, AAA volunteers, Zero Fatalities and school administration conduct a No U Turn and Safe Driving campaign at West Prep Academy at pick-up time.

Data/Evaluation Point Summary

Required

- a. Partnerships
 - Time, materials, cash,
students/schools reached
- b. # of students/schools participating in events

Desired

- a. Parent surveys summarized
- b. Student tallies

Requested

- a. # of students receiving bike/ped education
- b. # of students receiving bike education
- c. # of schools in SRTS program
- d. Bike and pedestrian counts (specific locations)
- e. # of bike parking spaces
- f. # of students walking/biking to school
- g. Walk audits and follow up
- h. Evaluation

Evaluation/Data Points - Prioritized

With Existing Resources

- Partnerships
 - Time, materials, cash,
students/schools reached
- # of students/schools participating in events
- # of schools in SRTS program
- Limited bike and pedestrian counts
- Limited documentation of bike parking spaces

With Additional Resources

- # of students receiving bike/ped education
- # of students walking/biking to school
- Parent surveys summarized
- Student tallies
- Walk audits and follow up
- Evaluation

Safe Routes To School Achievement Level Program



The CCSD Safe Routes to School (SRTS) Achievement Level Program recognizes individual school efforts to improve and promote safe walking and bicycling. The program is also a roadmap and an assessment tool. Schools can plot out steps to move their school forward and can annually assess what they have achieved.

FIRST STEP

THE ACTION:

- Complete a SRTS school partnership form.
- Identify a SRTS school champion (contact person.)
- Hold one walking/bicycling safety education activity each year (e.g. assembly, lesson plans, bike rodeo)
- Post a walking/bicycling safety tip on school website, parent newsletter or in a highly visible location for parents to see.
- Complete and remit the SRTS annual survey form.

THE INCENTIVE:

- △ CD with SRTS resources.

BRONZE

THE ACTION:

- Meet the First Step requirements.
- Draft a SRTS action plan or have one on file.
- Communicate the schools SRTS action plan to the community (e.g. newsletters, parent-teacher conferences, open houses, website, etc.)
- Participate in one encouragement event annually (e.g. Nevada Moves Day, Bike to School Day, Walk to School Day, Fire Up Your Feet).

THE INCENTIVE:

- △ Window decal for entry doors or office.
- △ Bronze logo for digital/printed material.
- △ Priority status for encouragement event (e.g. NV Moves Day, Walk to School Day) incentives.

SILVER

THE ACTION:

- Meet the Bronze requirements.
- Hold a second walking/bicycling educational activity.

SILVER

THE ACTION (cont.):

- Participate in a second walking/bicycling encouragement event.
- Administer surveys once per year and return a minimum of:
 - 100 SRTS Parent Surveys in **even** years
 - 10 SRTS Student Tally sheets in **odd** years

THE INCENTIVE:

- △ Window decal for entry doors or office.
- △ Silver logo for digital/printed material.
- △ Priority notification status.
- △ Variety of premium NV Moves Day incentives, such as T-shirts, zipper pulls and slap bracelets.

GOLD

THE ACTION:

- Meet the Silver requirements.
- Start or continue a weekly walking/bicycling program.
- Update school website with safety message quarterly.
- Annually update the school action plan and remit a copy to the SRTS office.
- Communicate regularly with the school community about SRTS efforts
- Administer surveys once per year and return a minimum of:
 - 150 SRTS Parent Surveys in **even** years
 - 12 SRTS Student Tally sheets in **odd** years

THE INCENTIVE:

- △ Window decal for entry doors or office.
- △ Gold logo for digital/printed material.
- △ Priority notification status.
- △ Variety of premium Nevada Moves Day incentives.
- △ A SRTS banner with a dated decal.

GOLD

THE INCENTIVE (cont.):

- △ \$50 of incentives for the walking/biking program and five adult SRTS T-shirts.
- △ Technical assistance from the SRTS staff.
- △ Recognition on the CCSD website banner and social media, at the annual SCPP Partnership Breakfast and SRTS partner outlets.

PLATINUM

THE ACTION:

- Meet the Gold requirements.
- Integrate SRTS with the school reward system.
- Start or continue a SRTS parent reward system.
- Start or continue a student or parent safety club/committee.
- Include students in SRTS program planning OR share successes and lessons learned at the local and/or national level.
- Administer surveys once per year and return a minimum of:
 - 200 SRTS Parent Surveys in **even** years
 - 15 SRTS Student Tally sheets in **odd** years

THE INCENTIVE

- △ Window decal for entry doors or office.
- △ Platinum logo for digital/printed material.
- △ A SRTS banner with a dated decal.
- △ Priority notification status
- △ Variety of premium Nevada Moves Day incentives
- △ \$100 of incentives for the walking/biking program and five adult SRTS T-shirts.
- △ Technical assistance from the SRTS staff.
- △ In addition to all Gold recognition incentives, local media and other recognition opportunities.

Clark County School District Safe Routes to School Partnership Form

Date: _____
 School Name: _____
 Address: _____
 Phone: _____
 What time does the tardy bell ring? _____ What time does school dismiss? _____

1. Do you have an existing Safe Routes to School (SRTS) Program? Yes No Don't Know

2. If yes, please check the SRTS Elements your school currently participates in:

Education Encouragement Evaluation Enforcement Engineering

3. Has your school completed a SRTS Action Plan? (circle one): Yes No Don't Know

If yes, when was it last updated? _____

4. How many students attend your school? List total student population by grade:

K	1	2	3	4	5	6	7	8

5. How many buses service your students? SPED # _____ GenEd # _____

6. Approximately how many students currently walk or bike to school?

7. How many bike racks are there in the bike corral?

8. If known, how many crossing guards are assigned to this school?

9. Please check the stakeholders that will participate in the SRTS Program:

Principal Asst. Principal School staff Parent Organization
 Other: _____

10. The below contacts express their interest and support of becoming a Safe Routes to School partner.

SRTS Champion (point of contact) at the School	Principal Information
Name:	Name:
Title:	Signature:
Email:	Date:
Phone:	Email:
Comments:	

Please complete entire form and return to srts@interact.ccsd.net or fax to 702-799-6570. Forms can also be sent to CCSD SRTS, School Community Partnership Program, 2nd floor, 4601 W. Bonanza Road, Las Vegas, NV 89107

Other Program Adjustments

- Sought (and obtained) funding for a dedicated “data wrangler”
- Focused SRTS staff resources on
 - Bicycle and pedestrian safety assemblies
 - Training community and CCSD staff to conduct bike rodeos
 - Parent engagement through workshops and classes
 - Drafting SRTS Action Plans (also known as SRTS Travel plans) at parent organization meetings
 - CCSD University of Family Learning program
- Sought (and obtained) funding for additional walk audits and program evaluation
 - <http://bit.ly/2qaN5xE>

Data Uses

- Funding
 - Direct funding for SRTS programs and initiatives
 - Grants
 - Build a case for dedicated local/regional/state funding
 - Help community partners to get funding for:
 - Crossing guards
 - Infrastructure improvements
 - Studies
 - Programs
 - Events



Bicycle and pedestrian count at Lunt ES

Data Uses

- Evaluation
 - Are you meeting the conditions of your funders?
 - Are your programs effective?
 - Important to funders
 - Focusing resources on important elements
 - How is effectiveness measured?
 - Equity – are you reaching those with the most need?
 - Do you need funding for data collection and analysis?
 - Contract out program evaluation
 - <http://bit.ly/2qaA4UQ>



Thank You for Driving Safely Campaign at
McWilliams ES

Data Uses

- Active Transportation
 - Bicycle Friendly and Pedestrian Friendly City/County Status
 - Master Plans and other guiding documents
 - Policy
- Partners, Partners, Partners
 - Share data and associated analyses for mutual benefit
 - Support funding efforts
 - Alert to partnership opportunities
 - Alert to funding opportunities
 - Support program goals and initiatives



Sample from Bicycle and Pedestrian Education Report

Number of Schools Holding Bicycle and Pedestrian Educational Activities

#Middle Schools: [List](#)
#Elementary Schools: [List](#)

Schools Holding Bicycle and Pedestrian Educational Activity by Jurisdiction

#City of Henderson: [List](#)
#City of Las Vegas: [List](#)
#Uninc. Clark County: [List](#)
#City of Mesquite: [List](#)
#City of N. Las Vegas: [List](#)
#Boulder City: [List](#)

Summary of Participation in Education Events

Bicycle and Pedestrian Safety Assemblies

#Schools: [List](#)
#Students: [List](#)

Bicycle Rodeos

#Schools: [List](#)
#Students: [List](#)
#Volunteers: [List](#)

Bicycle and Pedestrian Clinic Train the Trainer Workshop

#CCSD Staff Engaged: [List](#)
#Parents Engaged: [List](#)

Summary of Participation in Outreach Events

Thank You for Driving Safely Campaigns

#Schools: [List](#)
#Parents: [List](#)
#Volunteers: [List](#)

Partner	Event	Location	Students	Volunteers	Parents	
PAR00012	City of Las Vegas Transportation Engineering Division					
	EVT000118	OTR0001:Thank You For Driving Safely in the School Zone				
		LOC00174 J. T. McWilliams Elementary School				
		Number of:		1	377	
		Totals by Event:	<input type="text"/>	1	<input type="text" value="377"/>	
	EVT000119	OTR0001:Thank You For Driving Safely in the School Zone				
		LOC00132 Doris M. Reed Elementary School				
		Number of:		1	350	
		Totals by Event:	<input type="text"/>	1	<input type="text" value="350"/>	
Total - Events/Locations:		<input type="text" value="2"/>	<input type="text" value="2"/>	Students: <input type="text"/>	Volunteers: <input type="text" value="2"/>	Parents: <input type="text" value="727"/>

Partner	Event	Location	Students	Volunteers	Parents
PAR00013	Clark County School District Police				
	EVT000002	ENC0001:Nevada Moves Day			
		LOC00109 Ralph L. Cadwallader Middle School			
		Number of:	350	4	
		LOC00203 Jesse D. Scott Elementary School			
		Number of:	283	2	
		LOC00345 Jim Thorpe Elementary School			
		Number of:	560	1	
		Totals by Event:	<input type="text" value="1193"/>	7	<input type="text"/>
	EVT000007	EDU0001:Bicycle Helmet Fitting			
		LOC00388 Jaguar Land Rover Las Vegas			

Conclusion

- Take stock today, take time to get it right
- Inventory your partners
- Be realistic about your capacity
- Get help if needed
- Partners
- Align data collection with evaluation
- Align program with evaluation

