

A LETTER FROM THE CHAIR BOARD OF DIRECTORS



As Chair of the Board of Directors, it is my great honor to reflect on a powerful and impactful year at the Safe Routes Partnership.

In 2024, our team made tremendous strides toward our mission of advancing safe, equitable, and accessible opportunities for kids and communities to walk, bike, and be active every day. From shaping federal policy to strengthening local programs, the work of Safe Routes Partnership reached new heights.

We helped champion bicameral, bipartisan legislation in Congress to keep safety for people walking and bicycling a national priority. We delivered countless free capacity-building workshops and webinars to support practitioners and advocates on the ground. We celebrated an exciting expansion in funding for Safe Routes to School programs across the country through the Safe Streets and Roads for All program—ensuring more communities can build safe, healthy routes for kids and families.

A true highlight of the year was the return of the Safe Routes to School National Conference, hosted in beautiful Fort Collins, Colorado, for the first time since the pandemic. The energy, ideas, and connections sparked there are already fueling the movement forward.

We also marked the successful conclusion of our seven-year Safe Routes to Parks initiative, which brought lasting change to dozens of communities and helped create safer, more accessible paths to nature and public space. Meanwhile, our consulting practice continued to grow, enabling us to support more communities with tailored guidance and technical assistance.

As a Board of Directors, we are proud of the extraordinary progress made in 2024—and we are deeply committed to building on this momentum. Together, we will continue to support and scale this organization so that even more children and families benefit from the safety, freedom, and joy of walking and biking in their communities.

Looking ahead, 2025 marks a major milestone: the 20th anniversary of Safe Routes Partnership. We invite individuals, organizations, and businesses to join us in celebrating this legacy—and to invest in the work still ahead. With your support, we can continue creating safe, convenient, and equitable walking and rolling in communities nationwide for the next 20 years and beyond.









With gratitude,

Crika Swing
Chair, Board of Directors
The Safe Routes Partnership

G U I D I N G PRINCIPLES

The Safe Routes Partnership is a national nonprofit organization working to advance safe walking and rolling to and from schools and in everyday life, improving the health and well-being of people of all races, income levels, and abilities, and building healthy, thriving communities for everyone.

OUR MISSION

The mission of the Safe Routes
Partnership is to advance safe walking
and rolling to and from schools and in
everyday life, improving the health and
well-being of people of all races, income
levels, and abilities, and building healthy,
thriving communities for everyone.

OUR VISION

Bodies were designed to move, yet many of our communities were created with intentional inequities that limit mobility. Change is necessary to achieve a vision of safe, active, equitable, and healthy communities – urban, suburban, and rural.















STAFF



Dave Cowan
(he/him)
Managing Director,
Consulting and Program



Marisa Jones (she/her) Managing Director, Policy & Partnerships



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Margo Pedroso (she/her) Finance Director



Vanessa Cascio (she/her) Program & Policy Manager



Kori Johnson (she/her) Senior Program & Engagement Manager



Matt Madsen (he/him) Technical Assist. Manager



Johnson Matz (he/him) California Senior Policy Manager



Natasha Riveron (she/her) Senior Policy & Implementation Manager



Christina Van Allen (she/her) Communications Manager

BOARD

Meet the Safe Routes Partnership Board of Directors — a passionate group of leaders guiding our mission toward safer, healthier communities.



Erika Ewing (she/her) Board Chair



Jeff Anderson (he/him)
Board Member



Ann Blakey (she/her) Board Member



Anamarie Ferreira de Melo (she/her) Board Member



Gillian Hotz (she/her) Board Member



Nadji Kirby (she/her) Board Member



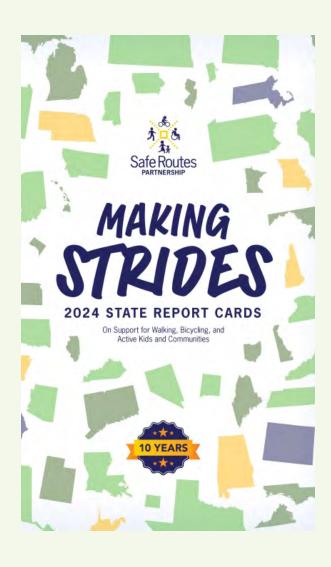
Amanda Metzger (she/her) Board Member

10 Years of State Report Cards: Measuring Progress and Making an Impact

In the summer of 2024, we published the fifth edition of our flagship biannual report, Making Strides: State Report Cards on Walking, Bicycling, and Active Kids and Communities. This marks 10 years of data collection and an invaluable record for our field to monitor best practices for states supporting waking and rolling.

Over the last 10 years, we have gathered data and created at-a-glance snapshots of how states are leveraging policies, funding, and other supportive practices to boost walking, biking, and Safe Routes to School. These report cards are used by health and transportation advocates as well as state agency staff to understand where and how their state can improve.

For example, Hawai'i's Safe Routes to School Advisory Committee included our findings in their report to the state legislature to underscore additional opportunities for improved Safe Routes to School programs, policies, and projects.





Building Community Capacity to Access Federal Transportation Funding

The Safe Routes Partnership was chosen as part of a team of national capacity builders in the US Department of Transportation's Thriving Communities Program (TCP) to help build the capacity of communities across the country to fund their projects, meaningfully engage their constituents, and implement community-driven demonstration projects. TCP, created through the Infrastructure Investment and Jobs Act is a federally funded program through USDOT supporting communities with the tools and organizational capacity to effectively compete for federal funding and implement their community's vision.

We are bringing our expertise on local, state, and federal funding; community engagement to inform project development; and using temporary demonstration projects to win funding for permanent infrastructure. We support work in Centerpoint, AL; Fairfield, AL; Santa Rosa, CA; Madison County, IN; Lexington, NC; and Dayton, OH.



View photographs, videos, resources, and more from the 2024 Ruby Bridges
Walk to School Day event



Scaling a Movement: Mini Grants to Grow Ruby Bridges Walk to School Day

In 2024, the Safe Routes Partnership was thrilled to support communities to organize Ruby Bridges Walk to School Day events. We awarded 50 schools and community organizations across the U.S. with mini-grants to assist with their celebrations – and celebrate they did! On November 14th, over 20,000 students from our grantee communities walked, biked, and rolled to school in honor of Ruby.

Each celebration has its own unique flair, from a StoryWalk® installation against the beautiful backdrop of Santa Fe, New Mexico to a lively community walk in Louisville, Mississippi. Some grantees invited elected officials to speak at their celebration; others issued proclamations declaring November 14 Ruby Bridges Walk to School Day.

Ruby's message spread across small towns and big cities and resonated with young people and the young at heart.



View artwork and read more about the Safe Routes StoryWalk®





Step Into the Story: A Community Journey Toward Safer Streets in Washington, DC

The Safe Routes Partnership received a grant from the District of Columbia Highway Safety Office to pilot a safety-themed StoryWalk® at local libraries. We partnered with library staff, visitors, local artists, and community organizations to create two safety-themed StoryWalk® projects in Washington, DC.

A year of partnership building, public participation and engagement, and collaborative planning resulted in Safe Routes StoryWalk® installations at Benning Library in Ward 7 and Bellevue Library in Ward 8. DC's Wards 7 and 8 encompass predominantly

Black neighborhoods that are disproportionately impacted by traffic fatalities and serious injuries, according to the City's Vision Zero data.

The Safe Routes StoryWalk® aims to meet three goals: 1) Encourage walking, biking, and rolling to the library, 2) Reduce traffic fatalities and serious injuries, and 3) Promote safe walking, biking, rolling, and driving behaviors.

Both installations feature artwork inspired by the people and places in the neighborhood, accentuated by traffic safety messages written in verse. The whimsical yet educational display reflects our desire to make traffic safety fun, accessible, and relevant to people of all ages.





Learn more about Safe Routes to Parks communities and projects



Celebrating the Impact of Safe Routes to Parks Activating Communities

The Safe Routes Partnership has been at the forefront of working to break down the barriers preventing safe, accessible routes to park by partnering with local organizations and state agencies. Our goal has been to transform systems that have historically excluded communities, ensuring every person—regardless of background or location—can easily walk or bike to parks and green spaces.

This year, we are proud to release a collection of fact sheets that highlight seven years of progress. Since 2017, we've supported 52 communities nationwide, helped six states establish cross-agency teams to improve policies for park access, and supported communities in securing over \$30 million in investments to improve connections to parks. These resources showcase impactful case studies, proven best practices, and strategies that have sparked meaningful, long-term change across the country.

Here's what you will find

- A snapshot of our work over the years, including case studies that demonstrate the impact of Safe Routes to Parks in communities of all sizes
- Our approach to coaching communities, focusing on the specific skills, knowledge, and tools
- Actionable steps for any community to begin improving park access
- An overview of our systems change approach, showcasing community examples of sustainable solutions
- Lessons learned from working with states to advance park access and highlights from Colorado's cross-agency initiative

















Supporting California Communities to Win Active Transportation Program Funding

The largest component of our work in California is supporting disadvantaged communities to successfully apply for the state's Active Transportation Program (ATP). 2024 was a challenging year for the program: for the first time in its history, funding was decreased in Cycle 7. California's budget rollercoaster of surpluses and deficits resulted in historic levels of funding in 2022 followed by historic lows in 2024. Even at its peak in 2022, the level of funding was woefully insufficient to meet demand throughout the state. As a result, 2024 was more competitive than ever. Of the four communities we worked with this cycle, San Luis Obispo Council of Governments (SLOCOG) scored 87 out of 100, which would have comfortably qualified them

for funding in previous cycles, but left them unfunded in this reduced cycle. The other three communities, Tule River Tribal Council, City of Lafayette, and the Community of San Ysidro, are working toward larger, more transformative projects, or are less far along in the planning process, and therefore are instead preparing for Cycle 8. In addition to supporting communities to pursue ATP funding, we also worked with the California Transportation Commission to add new questions and modify the scoring rubrics for combined non-infrastructure/infrastructure projects within the ATP and helped draft those new additions. We are optimistic that the addition of these questions and revising the scoring rubric will support an increase in non-infrastructure to complement infrastructure projects.

POLICY AND ADVOCACY N S



Supporting the Safe Routes to School Field to Secure Safe Streets and Roads for All Funding

This year, we trained over 1,000 community leaders to apply for Safe Streets and Roads for All funding. This resulted in over \$260 million in funding for Safe Routes to School planning and implementation efforts, and our work with public health partners helped them over \$30 million for safety action planning and demonstration projects.

Securing Bipartisan Bills to Build Local Safety Projects

Following the passage of the Bipartisan Infrastructure Law in 2021, our work in the field with state departments of transportation illuminated that a provision we had lobbied for was not working as intended. We worked with champions in the US Senate and House of Representatives to introduce bipartisan legislation to address the

issue. The Sarah Debbink Langenkamp Active Transportation Act (HR 1668 S. 3964) aims to give states flexibility to use federal safety funds appropriated under the Bipartisan Infrastructure Law on locally-identified bicycle and pedestrian safety funds. This bill clarifies that the Highway Safety Improvement Program funds eligibility for implementation of projects and strategies identified in Vulnerable Road User Safety Assessments, as the match to Transportation Alternatives Program funds (the provision that was not, and to close gaps in bicycle and pedestrian networks.

The bill is named in honor of a US diplomat and mother of two who, weeks after being evacuated from her State Department post in Ukraine, was killed by a truck driver while riding home after taking her children to school.

Making Funding Available to Small, Rural, and Tribal Communities in Arizona

This year, with support from the Safe Routes Partnership, Arizona public health partners achieved a major milestone in a longstanding effort to create safer, more walkable and bikeable communities when the Arizona Department of Transportation (ADOT) held its first statewide call for applications to the Transportation Alternatives Program (TAP) - competing out over \$15.14 million in statewide TAP awards for walking, bicycling, and Safe Routes to School. Until this year, ADOT never held a statewide TAP competition, making it the only state to never run a statewide TAP competition since the program's inception in 2012, instead reallocating nearly \$70 million intended for active transportation to other uses or let the funding go unspent.

Following the passage of the Infrastructure Investment and Jobs Act of 2021, the Safe Routes Partnership reached out to Pinnacle Prevention, a statewide public health organization in Arizona offering technical assistance to push for change. We worked together to break down the complex legislative provisions into actionable steps for the state. Safe Routes Partnership helped Pinnacle Prevention improve communication with ADOT

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In 2020, the Safe Routes Partnership state report card revealed a -8 out of 70 possible points for Arizona under the category of federal and state active transportation funding. When we saw the report card, we knew we had a long journey ahead of us to help make some changes in our state. A combination of factors, including the passage of the bipartisan infrastructure law in 2021, helped Arizona start taking steps in the right direction, however, the Safe Routes Partnership was invaluable to us as we navigated systems, strategized advocacy efforts, and organized our partners to engage with state leaders." — Kenneth Steele, who led the effort at Pinnacle Prevention.

to demonstrate the value public health offers to the transportation sector, and Pinnacle Prevention was invited to support ADOT develop its fledgling statewide TAP competition. Through concerted outreach, trusted relationships, and policy acumen, this collaborative effort led to the state's firstever statewide TAP competition and planning, infrastructure, and Safe Routes to School awards made to small, rural, and tribal communities across Arizona.

2024 SAFE ROUTES TO SCHOOL CONFERENCE

View more from the 2024 Safe Routes to School Conference





The 2024 Safe Routes to School National Conference in Fort Collins, Colorado, was a vibrant gathering of over 400 leaders, advocates, and educators united in a mission to make our communities safer and more accessible for all students. Over three days, conference attendees participated in engaging, interactive sessions, from deep-dive workshops to peer exchanges and hands-on activities, each focused on improving safety and accessibility in schools and communities.

Keynote Speaker Highlights

The conference featured three dynamic keynote speakers who set the tone for an impactful event. Wes Marshall, PhD, PE, provided expert insights into the world of traffic engineering, explaining how our infrastructure can

be thoughtfully designed to create safer walking, biking, and rolling spaces. Dr. Gail Christopher captivated the audience with her talk on racial healing, stressing the need for equity and unity in communities. Anna Zivarts brought her invaluable perspective on designing for accessibility, advocating for inclusive streets that prioritize the needs of people with disabilities.

The 2024 Safe Routes to School National Conference was an energizing success, filled with learning, sharing, and celebration. We're grateful to all who attended and contributed to the event's success, and we look forward to building on this momentum as we work together to create safer, more inclusive communities for all.

CONFERENCE BY THE NUMBERS

















1400

Number of ducks hidden





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I gained invaluable insights from this conference and formed lifelong friendships with people from around the nation. It was truly one of the best learning and sharing experiences I've ever had." — Conference Participant

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CONFERENCE EXHIBITORS

Alta Planning + Design

American Automobile Association National (AAA)

Bike Rodeo Helmets

Fort Collins Chamber of Commerce

Giant Bicycle, Inc. (Sprockids)

Helmets R Us

I'm Safe

Mobius One

PeopleForBikes

Saris Infrastructure

UC Health

University of North Carolina-Chapel Hill -Pedestrian Bicycle Information Center













CONSULTING PRACTICE

Learn more about the Safe Routes
Partnership's Consulting Practice



About Our Consulting Practice

At the Safe Routes Partnership, we believe that every community deserves safe, equitable, and accessible options for walking, biking, and rolling to school and in daily life. Our consulting practice provides tailored technical assistance, policy support, and program development to help communities, government agencies, and organizations create lasting change. With a deep commitment to equity and mobility justice, we work with clients at the local, regional, state, and national levels to implement Safe Routes to School and active transportation following national best practices.

Since launching our consulting practice, we have provided expert guidance to

municipalities, school districts, PTAs, metropolitan planning organizations, and state and federal agencies. Our consulting work strengthens community efforts while generating revenue that sustains our broader mission. Through this work, we advance policy change, improve access to funding, and help build safe, healthy, and vibrant places for people of all races, income levels, and abilities.

Customized trainings, workshops, and coaching to empower local leaders, school staff, and advocates. Our professional development offerings build the skills and knowledge needed to champion Safe Routes to School programs and active transportation policies.

CONSULTING PRACTICE

Core Service Areas

We offer a range of consulting services to help communities design, implement, and sustain Safe Routes programs and policies.

Our expertise includes:

- Safe Routes to School Programs:
 Expert guidance in developing and expanding Safe Routes to School initiatives that enable students to safely walk, bike, and roll to and from school.
- Active Transportation Policy & Planning: Support for crafting policies and plans that prioritize walking and bicycling. We conduct policy assessments, develop action plans, and help integrate Safe Routes and active transportation goals into local plans and programs.
- Community Engagement & Coalition Building: Strategies for inclusive community engagement that put residents at the center of the process.
 We help build broad coalitions and facilitate partnerships so that local voices drive decision-making and support for active transportation initiatives.
- Advancing Equity: A focus on equity is woven into all our work. We help communities address disparities by prioritizing under-resourced schools and neighborhoods, ensuring Safe Routes efforts benefit everyone regardless of race, income, or ability.

- Funding Strategies & Grant Support:
 Guidance on navigating funding opportunities to turn plans into reality. From identifying grants and funding sources to assisting with grant applications, we help clients secure the resources needed for walking, biking, and Safe Routes projects.
- Training & Capacity Building:
 Customized trainings, workshops, and coaching to empower local leaders, school staff, and advocates. Our professional development offerings build the skills and knowledge needed to champion Safe Routes to School programs and active transportation policies.
- Providing a Boost to Get You to the Next Level: We listen deeply, ask the right questions, and see opportunities that others often miss. Like an e-bike providing an extra boost to get up a hill, we help communities overcome challenges, accelerate progress, and reach their goals with greater ease. Whether refining a strategy, securing funding, or expanding impact, we provide the insight and momentum needed to get farther, faster.

CONSULTING PRACTICE

Our Work in Action

In 2024, the Safe Route Partnership team partnered with communities nationwide to bring this mission to life. From statewide meetups to regional planning efforts, we supported projects that directly reflect the diversity of what Safe Routes work can look like - from building stronger networks and deepening community engagement to planning for the five-year future. The following highlights show how we tailor our support to meet local needs and help states, regions, communities, and schools toward safer, more equitable mobility for all.





Centers for Disease Control and Prevention: Division of Nutrition, Physical Activity, and Obesity (DNPAO) Recipients

For over a decade, the Safe Routes Partnership has worked alongside the CDC to help public health professionals improve physical activity through community design. Supporting DNPAO recipients across the country—including state health departments, local public health agencies, and universities—we provide tailored technical assistance to build coalitions, navigate policy landscapes, and access funding for active transportation.

Our work strengthens the connection between public health and transportation, helping communities adopt strategies that support walking, biking, and long-term well-being. With a national perspective and a local approach, we continue to expand the role of public health in shaping healthier, more equitable places to live.

CONSULTING PRACTICE

Statewide Minnesota Safe Routes to School Meet Up

In partnership with the Minnesota Department of Transportation (MnDOT), Minnesota Department of Health (MDH), and Move Minnesota, the Safe Routes Partnership helped plan and deliver the Minnesota Safe Routes to School Meetup, a high-energy, in-person event bringing together practitioners from across the state. Featuring keynote and session leadership from our team, the day sparked cross-sector learning, inspired new collaborations, and encouraged local leaders to think bigger about what's possible. By sharing national trends and standout examples from across the country, we challenged attendees to look beyond the familiar and reach for bold, transformative strategies that can shape safer, healthier communities in Minnesota and beyond.

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Thank you for all you did to make the SRTS Meetup happen. Folks were engaged throughout the entire day, and lots of new ideas were shared... you went above and beyond to help make the event seamless. You are wonderful partners to have in this work and just great people to know too."— Minnesota Safe Routes to School partner



CONSULTING PRACTICE

Los A Metro Grant Writing Assistance

Securing funding for active transportation projects is often a significant hurdle for lower-income communities, especially when the capacity to pursue competitive grants is limited. Even in California—home to a robust Active Transportation Program demand for funding far exceeds available resources. In partnership with WSP, the Safe Routes Partnership was part of a grant-writing team supporting Los Angeles County and its equitypriority communities. Together, we helped craft compelling, fundable applications that addressed local needs and met the rigorous standards of competitive programs. The results speak for themselves: for every \$1 invested through this contract, LA County partners secured nearly \$950 in grant funding—totaling \$3.8 billion across state and federal programs.

Strategic Planning in San Mateo, California

In 2024, the Safe Routes Partnership, in collaboration with Connected to Place, led the development of a strategic plan for the City of San Mateo's Safe Routes to School program—grounded in best practices, community voice, and a strong equity lens. Through workshops, surveys, and collaborative planning sessions, we brought together city leaders,

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The team was communicative with me throughout each step of the process... knowledgeable about Safe Routes practices... and deeply committed to the work. It felt like they were really considering the City of San Mateo's unique needs, rather than offering a rinse-and-repeat consulting effort." — City of San Mateo partner

school staff, and families to shape a shared vision for safer school travel. The resulting plan includes a clear roadmap: from assessing current conditions to setting goals, mapping strategies, and building in accountability. It lays the groundwork for long-term change, helping San Mateo make walking and biking safer, more accessible, and more appealing for students and families.

Work With Us!

We are committed to supporting government agencies, nonprofit organizations, and community groups in their efforts to create safer, healthier, and more walkable and bikeable communities. We provide technical expertise, policy guidance, hands-on program support and more, boosting Safe Routes programs at all levels, nationwide.

CELEBRATING 20 YEARS OF SAFE ROUTES





2025 marks a milestone year for the Safe Routes Partnership—our 20th anniversary. For two decades, we've worked alongside communities to build a future where every child can walk, bike, and roll safely to school and beyond. As we celebrate this legacy, we're also looking forward—with bold goals to expand our impact, elevate community voices, and drive lasting change through partnerships, innovation, and advocacy. From local wins to national influence, our movement has grown stronger—and we're just getting started.

Join us

Join us in 2025 for a powerful year of celebration, connection, and collective action. Whether you attend our virtual Summit in October, share your story as a champion for safe routes, or contribute to our "\$20,000 for 20 Years" campaign—there's a role for everyone in building the next chapter of this movement. Together, we can keep making streets safer, communities healthier, and futures brighter.

VIRTUAL SUMMIT



Join us October 28 - October 30 for our virtual 2025 Safe Routes to School Summit!

We're planning three days of engaging presentations, hands-on trainings, and educational conversations focused on topics that matter most to Safe Routes practitioners, including:

- Quick win projects
- Rural Safe Routes programs
- E-bike safety and education
- Walking school buses and bike trains
- Creative partnerships
- Networking
- Connection

Click to learn more and purchase your tickets

...and so much more!

2024 FUNDING PARTNERS







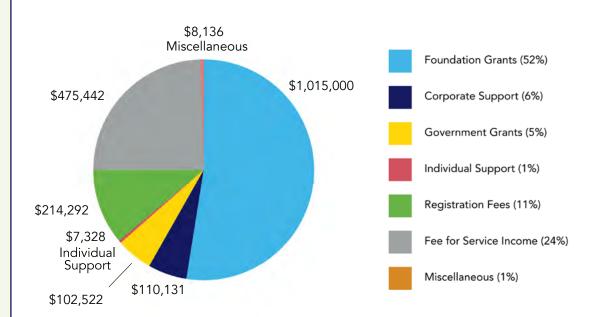






2024 FINANCIAL STATEMENTS

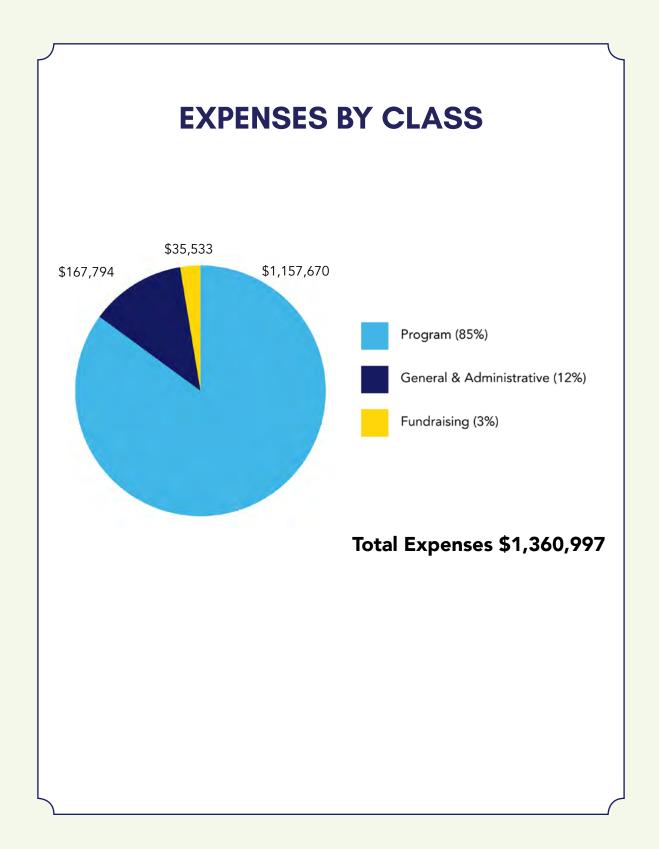
INCOME BY CLASS



Total Income: \$1,932,851

Note: The Safe Routes Partnership often receives multi-year grants, where some of the revenue is booked in a different year than when expenditures are made. The Safe Routes Partnership had \$541,729 in income booked in prior years released from restrictions in 2024. We also have \$540,151 in 2024 (or prior year) income that is restricted for use in 2025 or after.

2024 FINANCIAL STATEMENTS



MAKE AN IMPACT DONATE TODAY

Celebrating 20 years of safe biking, walking, and rolling



Every story in this report reflects what happens when communities are given the tools to thrive.

At the Safe Routes Partnership, we work every day to make sure kids can walk, bike, and roll safely, and that families in under-resourced communities have a voice in shaping healthier, more equitable neighborhoods. Your support keeps this movement going.

Make a gift today to help us advance equity, safety, and health in communities across the country.



www.saferoutespartnership.org/donate



