



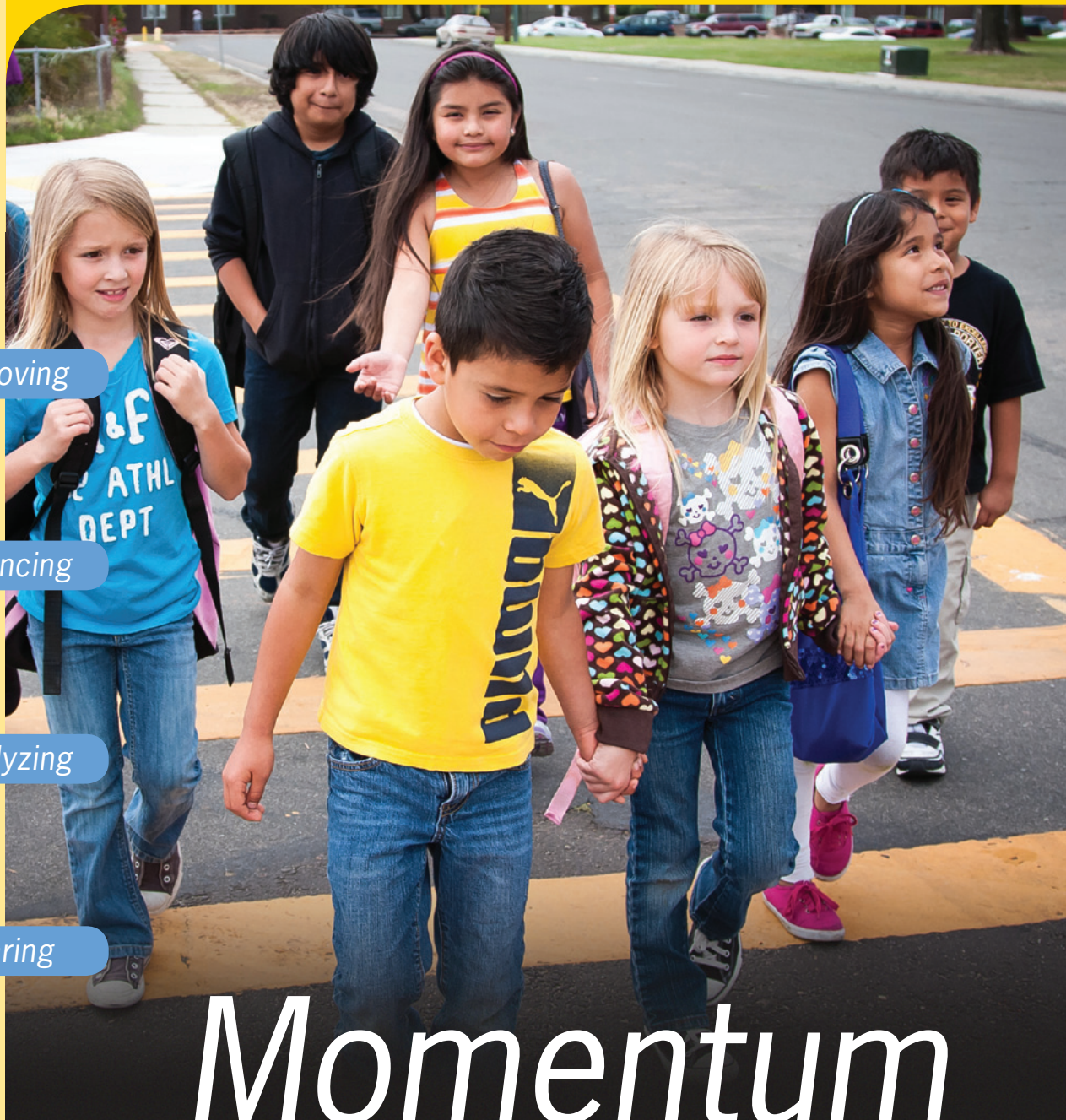
Safe Routes  
to School  
National  
Partnership

Improving

Advancing

Catalyzing

Sharing



# Momentum

IN A YEAR OF CHANGE

2012 ANNUAL REPORT

# The Safe Routes to School National Partnership is advancing safe walking and bicycling to and from schools and in daily life to improve the health and well-being of America's children and to foster the creation of livable, sustainable communities.

The Safe Routes to School National Partnership (National Partnership) is motivated by a passion to create safer, healthier, more active communities for all people, particularly children and families. Today more than 14,000 schools are benefiting from the outcomes of federal Safe Routes to School programs. An estimated 5 million children now enjoy safer sidewalks and pathways for walking and bicycling to school, bicycle and pedestrian safety education, and encouragement programs. The National Partnership supports these efforts every day, promoting walking and bicycling,

advancing safer and more active communities through policy change, and encouraging healthy community design that enhances safety, livability and the quality of life in urban, suburban, and rural communities.

New challenges and opportunities keep us energized to grow and strengthen Safe Routes to School. We have successfully maintained momentum for the important work we do, not only at the national level but in local communities across the U.S. In June 2012, Congress passed a new transportation bill, MAP-21, which negatively impacted funding for walking, bicycling

and Safe Routes to School. Recognizing a need for immediate response, the National Partnership helped lead a coalition of more than 70 influential national groups — ranging from local government, health, environment, equity and transportation organizations — and generated bipartisan momentum for House and Senate amendments to save funding for Safe Routes to School, bicycling and walking. We also hosted webinars and created urgently needed resources, including a toolkit for advocates to use in their own states to encourage support for Safe Routes to School and active transportation funding. Thousands of people attended our National Learning Network webinars, and thousands more downloaded our materials.

We were gratified that states awarded \$111 million and obligated \$158 million for state and local Safe Routes to School programs in 2012.

Moving forward, the National Partnership will empower leadership at local and state levels with essential tools, information, and support so that Safe Routes to School continues to thrive in this ever-changing world of transportation funding and policies.

## Highlights of 2012

- States awarded \$111 million and obligated \$158 million for state and local Safe Routes to School programs in 2012.
- The National Partnership helped lead a coalition of more than 70 influential national groups—ranging from local government, health, environment, equity and transportation organizations— and generated equity bipartisan momentum for House and Senate amendments to save funding for Safe Routes to School, bicycling and walking.
- We reached thousands of Safe Routes to School practitioners in communities across the U.S. with customized technical assistance, individualized coaching, webinars, and our Library of Resources.



# Improving

## THE QUALITY OF LIFE FOR KIDS, FAMILIES AND COMMUNITIES

Communities that encourage walking, bicycling and active, healthy living are seen as highly desirable places to live. We are keenly interested in improving quality of life everywhere, but especially in underserved communities that may not have the resources to obtain funding and support for Safe Routes to School programs. In 2012, we focused on increasing shared use agreements and Complete Streets policies, which directly impact quality of life for kids and communities.

### Shared Use Agreements

Shared use agreements increase opportunities for physical activity by allowing public access to recreational facilities, such as school gyms, playgrounds, and fields, during non-school hours.

**Highlighted Policy:** With the urging of the National Partnership, Tennessee Parks and Recreation Association was awarded a grant from the TN Department of Health's "Eat Well, Play More" program to map shared use facilities across the state. The result is a free, interactive "Recreational Joint Facility Use Map" that connects people to places where they can be physically active and also serves as a research and information tool for professionals, elected officials and citizens.

### Complete Streets Policies

Complete Streets policies enable safe, attractive, and comfortable access and travel for pedestrians, bicyclists, the disabled, motorists and public transport users of all ages and abilities.

**Highlighted Policy:** The National Partnership's State Network Project in New Jersey, launched in 2012, joined the NJ Complete Streets Working Group to participate in promoting is promoting Complete Streets policies statewide. In March 2012, a coalition of community organizations and residents worked with the city of Trenton, NJ to pass a Complete Streets policy that was later declared one of the top ten policies in the nation. The Complete Streets policy in Trenton expands transportation options for the 30 percent of Trenton residents who do not own a car.

The National Partnership earned national recognition with the prestigious Pioneering Innovation "Game Changer" award at the CDC's 2012 Weight of the Nation Conference for our commitment to "programs and policies that achieve measurable impact in preventing obesity."



# Advancing

## POLICY CHANGE

A critical component of our work is engaging decision makers at local, state, regional and national levels and advancing policies that support Safe Routes to School, infrastructure improvements, and safe, healthy community design. Maintaining support takes sustained effort in Washington, D.C., and across the states, and a consistent presence and voice from the National Partnership and its partner affiliates and supporters.

Due to hard work, effective Capitol Hill relationships, strong coalitions and unwavering support from advocates, the National Partnership was able to help shape the structure of the new MAP-21 transportation bill and fend off attempts to completely eliminate funding for Safe Routes to School, bicycling and walking. While the final outcome of the bill was not as strong as we would have liked, MAP-21 provides opportunities for supporters to push for victories in states and in metropolitan regions that now have new power. Upon the bill's passage into law in July 2012, we worked with partners to educate constituents about the changes and with federal agencies to advance the best possible scenarios for implementation.

Over the course of 2012 we maintained our momentum in key ways:

- Met with more than 150 Congressional offices, and issued coordinated action alerts that generated more than 40,000 messages to Congress from Safe Routes to School supporters.
- Generated bipartisan momentum for House and Senate amendments to save funding for Safe Routes to School, bicycling and walking with a coalition of 70 influential organizations.
- Served as a critical source of information about the new legislation and its impact on Safe Routes to School, producing blogs,



webinars, funding charts and fact sheets. One webinar on MAP-21 has had more than 1,100 views to date.

- Met numerous times with the US Department of Transportation to influence the guidance to states and regions on how to implement the new Transportation Alternatives program.
- Partnered with the League of American Bicyclists and the Alliance for Bicycling and Walking to launch a campaign in every state urging state departments of transportation to fund and implement the Transportation Alternatives program and Safe Routes to School.





# Catalyzing

## SUPPORT FOR SAFE, ACTIVE AND HEALTHY COMMUNITIES

It is at the state and regional levels that the growth and institutional success of Safe Routes to School programs is occurring. The National Partnership continues to catalyze support for funding, policies, and programs that support healthy community design in states and regions across the U.S.

### State Network Project

The National Partnership's State Network Project advances state-level policy reform in seven states: California, Florida, Mississippi, New Jersey, North Carolina, Ohio, and Tennessee. In these states, we maintained full time staff organizers who built networks and led policy change related to leveraging funding for street scale improvements, advancing Complete Streets and increasing shared use agreements, with a focus on underserved communities.

Here are a few of our many 2012 wins:

**California** We led a coalition of statewide active transportation, health and equity organizations to urge the CA Department of Transportation and the CA Transportation Commission to maintain commitment to active transportation through MAP-21 implementation, and successfully secured \$21 million in Safe Routes to School federal funding for 2013 (consistent with 2012 levels).

**Florida** We increased the number of Complete Streets policies adopted in the state from 18 to 39 by the end of 2012. At the end of 2012, Florida had obligated 85 percent (or almost \$50 million) of Safe Routes to School funding, the second highest obligation rate in the nation.

**Mississippi** We leveraged MS legislation that protects schools and communities from liability while entering in shared use agreements and we participated in developing an official state toolkit. Working with our community and school-based partners, we helped to establish 20 new shared use agreements (two with faith-based institutions).

**New Jersey** We led a collaborative effort that resulted in a commitment from the NJ Department of Transportation (NJDOT) to fully fund, staff and implement Safe Routes to School and Transportation Alternatives programs under SAFETEA-LU and MAP-21 through 2014. In addition, the NJ Complete Streets Working Group was instrumental in the adoption of Complete Streets policies in four counties and 29 municipalities adopted



Photo courtesy of MoBikeFed on Flickr

Complete Streets policies in 2012, nine of which were in disadvantaged communities.

**North Carolina** Organizers worked closely with the NC Department of Transportation to increase funding and strengthen policy support for Safe Routes to School programs. NC created 12 new positions for regional coordinators who are working with schools throughout the state to implement Safe Routes to School and shared use policies.

**Ohio** We fought for financial assistance for lower-income communities receiving Safe Routes to School grants, supporting the OH Department of Transportation in the initiative to cover the MAP-21 mandated 20 percent federal match for local Safe Routes to School applications.

**Tennessee** Safe Routes to School projects were awarded in 12 counties across TN totaling over \$1.8 million. Nine projects are in schools where more than 50 percent of the students receive free or reduced meals. Projects represent a diverse mix of infrastructure, including sidewalk segments, shared-use paths and less costly improvements such as sign packages, crosswalks, and pedestrian signals.

Photo courtesy of Lee Toma on Flickr



## Regional Network Project

The National Partnership's Regional Network Project works with Metropolitan Planning Organizations and partners in large metropolitan areas with significant and unique needs, to leverage additional resources for walking and bicycling initiatives and promote transportation infrastructure that increases physical activity among students. In 2012, we advanced policies and strategies that promote walking and bicycling in Atlanta, GA; Denver, CO; greater Washington, DC; and Northern and Southern California.



Photo courtesy U.S. Army Corps of Engineers Savannah District

**Atlanta** Our partnership with the National Association for Chronic Disease Directors (NACDD) continued through direct technical assistance focused on the implementation of the regional transportation plan and expansion of Safe Routes to School programs in the Atlanta region.

**Denver** We initiated research on Denver Regional Coalition of Governments' policy areas and funding criteria that impact active transportation funding to determine approaches for increasing support for walking and bicycling.

**Northern California** We secured funding of \$20 million over four years through the Regional Transportation Plan process, along with a Complete Streets policy requirement that will expand transportation options for all Bay Area residents.

**Southern California** We tripled active transportation funding in the Regional Transportation Plan (RTP) as compared to four years ago. Worked with the Southern California Association of Governments on the implementation of key elements of the RTP.

**Washington, DC** We provided guidance in the development of a region-wide Complete Streets policy and worked with several jurisdictions in crafting local policies. We also provided technical assistance to communities applying for first-time funding through the federal Safe Routes to School program and cultivated partnerships for faith-based and youth-driven Safe Routes to School programs.

## Preview of 2013

### Walking Movement

In 2012, the Safe Routes to School National Partnership collaborated with Kaiser Permanente and America Walks to launch a national movement for walking and to co-host the first annual Walking Summit in December 2012.

### Fire Up Your Feet

In 2012, the Safe Routes to School National Partnership formalized a collaboration with Kaiser Permanente and the National PTA to launch Fire Up Your Feet to encourage students, families and schools to improve health through physical activity. The program, which became available in February 2013, engages schools, students and parents to track walking and bicycling trips and other forms of physical activity, and offers support, resources, and awards to help kids get 60 minutes of physical activity each day.

### Designed to Move

Safe Routes to School garnered added visibility with the launch of "Designed to Move," an exciting new campaign about the need to increase physical activity worldwide. Produced by Nike, the American College of Sports Medicine and International Council of Sport Science and Physical Education, this campaign promotes physical activity, play and sports as highly valued and expected, enjoyable parts of life.





# Sharing

## DEEP EXPERTISE

A significant strength of our organization is the expertise, core knowledge, and research we make available to leaders in states and local communities. We are the nation's only dedicated Safe Routes to School non-profit leadership organization with more than 600 affiliate partners, 26 staff members and tens of thousands of connections with local, state and national leaders working on programs and policies throughout the U.S. In 2012, we continued to collect and disseminate best practices, success stories, lessons learned and research through our National Learning Network and publications.

### National Learning Network

To give National Partnership staff as well as local Safe Routes to School advocates in all states the best possible tools, we launched a National Learning Network in early 2012. This resource provides critical information on how to promote local improvements, policy changes and programs; how to increase the award and obligation of federal Safe Routes to School and Transportation Alternatives Program funds for local projects; how to increase shared use agreements, and much more.

Our primary goal was to create a robust information resource for leaders across the country so they could be most effective in establishing funding and programs in their own local communities.

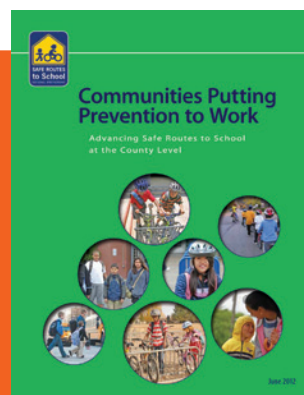
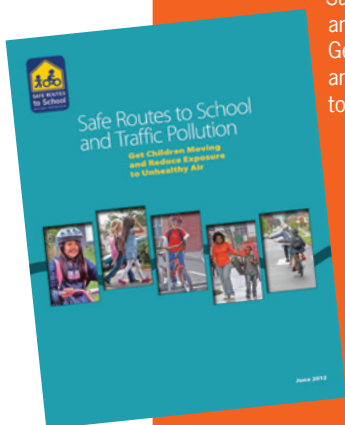
To that end, we provided the following:

- Built a library on Physical Activity, Health and the Built Environment, which now contains more than 200 resources that offer guidance and best practices.
- Provided technical assistance to advocates in dozens of states to ensure that state departments of transportation moved forward Safe Routes to School projects to construction.
- Hosted eight webinars, reaching more than 4,000 people.
- Presented at numerous conferences and forums across the U.S.
- Produced monthly e-news blasts and published frequent blog posts sharing best practices and success stories.

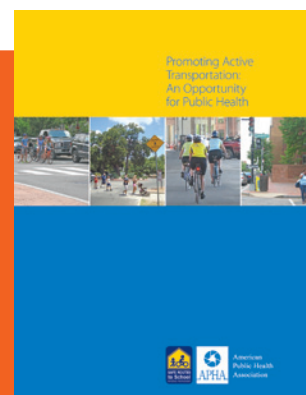


### Publications in 2012

Safe Routes to School and Traffic Pollution: Get Children Moving and Reduce Exposure to Unhealthy Air



Communities Putting Prevention to Work: Advancing Routes to School at the County Level



Promoting Active Transportation: An Opportunity for Public Health

# Dear Friends

It is an exciting time to be a partner in the Safe Routes to School movement. Increasingly, people in the U.S. are driving less, using alternate modes of transportation, such as bicycling and walking, and they are seeking vibrant, safe, and walkable communities. The Safe Routes to School National Partnership continues to play a leadership role in promoting active, healthy lifestyles and safe infrastructure that supports walking and bicycling to improve the quality of life for kids and whole communities.

Moving forward, the Safe Routes to School National Partnership will continue to focus on building leadership and creating Safe Routes to School champions throughout the US. We are actively engaging decision-makers and influencers at national, state, regional and local levels to sustain and fund Safe Routes to School, implement active transportation policies and promote shared use agreements and community-centered schools.

We believe fervently in addressing the needs of underserved communities and are providing best practices, knowledge, and technical assistance to those communities that might otherwise have little leverage in gaining support or funding for Safe Routes to School programs.

With your support, we will continue to take bold steps to pursue our vision to connect transportation with safe, healthy community design to benefit kids, families and schools everywhere.

Sincerely,



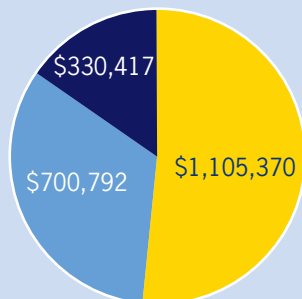
**Deb Hubsmith**  
*Director*  
Safe Routes to School  
National Partnership



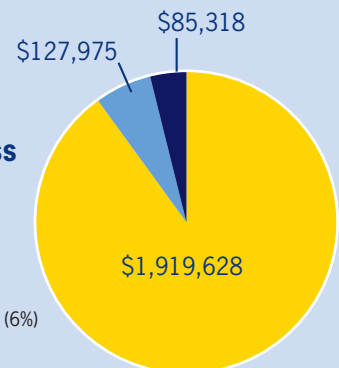
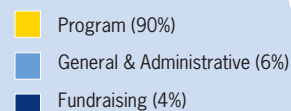
**Tim Blumenthal**  
*President*  
Bikes Belong Foundation

## Financials

### Safe Routes to School National Partnership Income by Class 2012



### Safe Routes to School National Partnership Expenses by Class 2012



Total Expenses: \$2,132,921