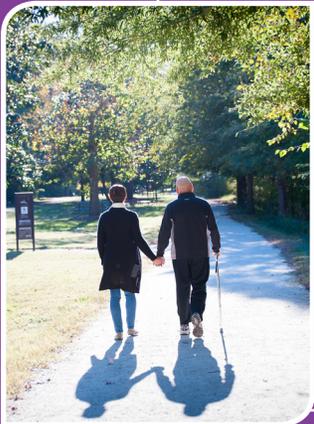




Safe Routes  
to School  
National  
Partnership

# Active Kids, Healthy Communities

*Celebrating 10 Years of Safe Routes to School*



2015  
ANNUAL  
REPORT

# Dear Friends,

Since I joined the National Partnership in April of 2015, I have been asked many questions about how the new job is going – but there are two questions that have risen to the top of the list time and time again.

The first thing people ask me is about is our unique remote work environment, given that we have twenty staff all working remotely, from Hawaii to DC, with no actual headquarters or other physical office location. While we do have many strong systems in place to orient and support staff, ensure robust internal communications, and manage information effectively, our remote environment is successful because we hire talented, committed, and passionate staff. As an organization we provide leadership and guidance, but we give our staff the freedom to work within their own space – both physically and metaphorically. Our largest asset at the National Partnership is our staff, and the successes included in this annual report are attributable to them. We have much to celebrate—thanks to you and to our incredible staff!

The second most frequent question people ask is what comes next for the National Partnership. After nearly a year of planning we released our 2016-2021 Strategic Plan, which highlights four strategic areas of focus for the next five years: improving programs, policies, and infrastructure; advancing social equity; partnering with purpose; and ensuring sustainability of the movement. This plan will guide our overarching work as an organization and provide alignment with our vision and mission.

I invite you to join us as we move stridently toward a safe, healthy, and equitable future.



Cass Isidro  
Executive Director



A study in New York City found a 33 to 44% decline in pedestrian injury among school children in areas with Safe Routes to School projects.



MORE MONEY SAVED

**\$230**  
MILLION

in long-term health care costs due to injury prevention

**\$800-\$1.2**  
MILLION BILLION

in busing and driving costs

These dollars can be used for family budgets, school programs, and more.

My son taught me to recycle. My daughter convinced her grandparent not to smoke. Another student taught their aunt how to eat a kiwi. Children are not only our future leaders—they are effective change agents.

That's one reason Safe Routes to School has such a powerful and sustainable impact on communities across the nation. By acquiring the habit of active transportation while young, children not only gain immediate health, social, and academic benefits, but they also convince others to join them. When children lead the charge, over time, to build safe and active places for all people, demand for healthy environments grows.

This report illustrates that depth and promise of Safe Routes to School. I hope it is both encouraging and motivating to all who contribute, now and in the future, to this movement.



Risa Wilkerson  
Board Chair



## Surgeon General Issues Call to Action on Walking and Walkability

In July of 2015, the U.S. Surgeon General launched a campaign with a national call to action on walking, calling on community planners and local leaders to create more areas for walking and wheelchair rolling and to prioritize the development of safe routes for children to get to and from schools. The call to action suggested that these designs should include sidewalks, curb cuts, crosswalks, safe crossings for people with visual impairments, and increased green spaces. The call to action highlighted the health benefits of walking for people of all ages, especially children, who are more likely to get the recommended 60 minutes of physical activity each day if they walk to school.

# Improving Policies, Programs, and Infrastructure

**With Congress** poised to pass a reauthorization of the 2012 MAP-21 federal transportation law in 2015, our federal advocacy focused on strengthening the Transportation Alternatives Program, which is the primary federal source of funding for Safe Routes to School initiatives, to better support state and local Safe Routes to School and active transportation programs. Throughout the year, we informed our networks via our blog, social media, and webinars about the progress of the reauthorization with alerts on how our partners could take action to support funding and strong policies for active transportation and Safe Routes to School. In December, Congress passed the FAST Act, a 5-year transportation bill that locks in five years of funding for Safe Routes to School, ensuring that hundreds of millions of dollars will go towards walking, bicycling, and Safe Routes to School projects across the country.

At the regional and local levels, full-time regional policy managers worked in five metropolitan areas to achieve policy changes and increases in funding for Safe Routes to School and active transportation to ensure that more children and their families can safely and comfortably walk, bike, and be physically active. In the Pacific Northwest, we worked with partners and coalitions to bring in nearly \$38 million of new funding for Safe Routes to School and bicycle and pedestrian programs, \$37 million of which is from a new state grant program within the Washington State Department of Transportation. In Northern California, we succeeded in preserving Safe Routes to School funding through a regional grant. And in Southern California, we held workshops and offered technical assistance and consulting services to applicants for California's funding program for active transportation projects, resulting in nearly \$200 million in Safe Routes to School funding to Southern California counties.

In addition, we continued our work with the Voices for Healthy Kids initiative, a collaboration between the Robert Wood Johnson Foundation and the American Heart Association, in our role as community consortium lead, supporting policy changes around active places and healthy eating in the neighborhood environment.

*"Margo Pedroso is always able to explain the complexities of legislation in an accessible and helpful manner."*

- Webinar attendee: The New Federal Transportation Bill and its Impacts on Safe Routes to School



Safe Routes to School projects result in a 31% increase in walking and bicycling to school over a 5-year period with as much as 43% for comprehensive approaches and multi-year projects.

## MORE PHYSICAL ACTIVITY



5 million children currently living within one mile of school could be walking or bicycling instead of being driven.

## RATES OF STUDENT ACTIVE TRAVEL TO SCHOOL



**32.4%**  
in schools participating in Safe Routes programs



**20.2%**  
in schools NOT participating in Safe Routes programs

## Myrtle Beach, S.C. Reaches the Complete Streets Finish Line

The oceanfront city of Myrtle Beach, South Carolina – permanent population 27,000 – explodes with tourists and temporary workers from all over the world during the summer. With as many as 450,000 people congregating on the seven-mile stretch of beachfront, restaurants, and shops in any given week in the summer, it's critical that the town's transportation system is able to handle the large influx of visitors. Central to the experience of visiting Myrtle Beach is the ability to get out of the car and enjoy the town by foot or by bike.

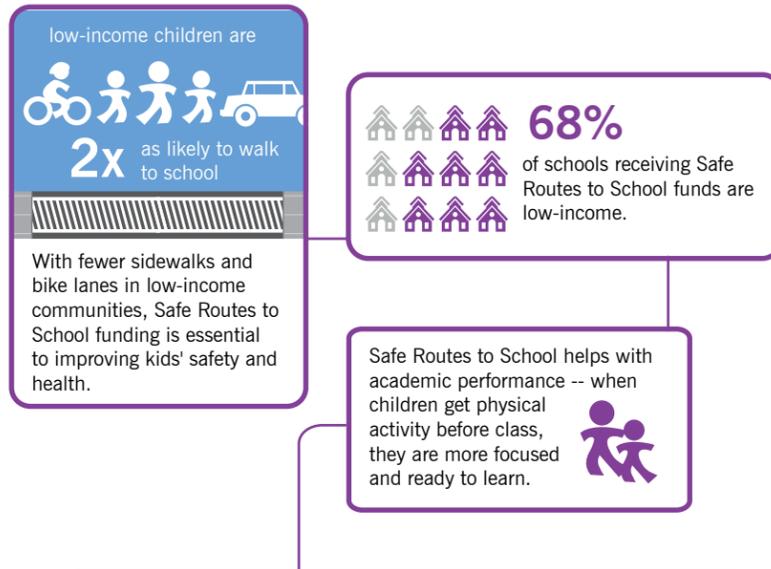
Inspired by the Mayor's Challenge for Safer People and Safer Streets, Myrtle Beach worked with the National Partnership's technical assistance team to develop and pass a Complete Streets policy, ensuring that the needs and safety of people bicycling and walking will be considered in all public and private projects going forward.

# Advancing Social Equity

The Safe Routes to School movement has evolved in recent years. Inspired by many factors – changing demographics in America, more professionals of color involved in the Safe Routes to School movement, strong research that sets out the extent and nature of transportation inequities, and deepening organizational, professional, and personal commitments to creating fair communities that support health for everyone – there’s been a real change not only in how the Safe Routes to School movement is talking about equity, but also in what is playing out on the ground. The movement has recognized that to successfully achieve core goals around increasing the number and safety of kids walking and bicycling to school, it is vital to direct resources and craft programs and policies in ways that address the needs of low-income kids and kids of color.

In 2015 we published resources designed to support low-income and underserved communities where the need for walking, bicycling, and physical activity is highest:

- [At the Intersection of Active Transportation and Equity: Joining Forces to Make Communities Equitable and Fair](#) looks in depth at the issues that arise at the junction of efforts to advance walking and bicycling and work to increase health, fairness, and opportunity for low-income communities and communities of color.
- [Taking Back the Streets and Sidewalks: How Safe Routes to School and Community Safety Initiatives Can Overcome Violence and Crime](#) provides a primer for Safe Routes to School professionals looking to address community safety threats that may discourage or endanger students walking or bicycling to school.
- A [Safe Routes to School in Rural Communities](#) fact sheet series offers support and strategies to help rural communities overcome obstacles and provide rural dwellers with the health benefits of walking and bicycling.



## Equity as the 6th E

The Safe Routes to School movement has long embraced the concept of the 5 E's – Education, Encouragement, Engineering, Enforcement, and Evaluation – as core components to a successful Safe Routes to School program. As the movement has evolved, the National Partnership has added a 6th E – Equity – to the traditional 5 E's, as have many programs around the country. The 6th E is defined as:

**Equity** – Ensuring that Safe Routes to School initiatives are benefiting all demographic groups, with particular attention to ensuring safe, healthy, and fair outcomes for students with disabilities, low-income students, Native students, students of color, female students, LGBTQ students, students whose families speak a language other than English, homeless students, and other demographic groups.



# Partnering With Purpose

Our partners provide expertise and support for advancing walking, bicycling, Safe Routes to School, and healthy communities. We thank the more than 800 partner affiliates that are committed to supporting the movement for Safe Routes to School and healthy communities nationwide.

Through three task forces – the National Active Transportation Diversity Task Force, the Shared Use Task Force, and the Safe Routes to Healthy Foods Task Force – as well as through our Program and Policy Advisory Committee, we are strengthening relationships and building upon the expertise of our partners in health, social justice, environmental justice, community safety, and transportation sectors.

## FIRE UP YOUR FEET

Parents, teachers, principals, and school administrators are key partners to creating demand for healthy, active schools. Fire Up Your Feet offers schools the opportunity to bring families, kids, and school staff into the movement by competing in physical activity challenges to earn awards to support walking, bicycling, and physical activity programs. In 2015, 2,290 schools participated and Fire Up Your Feet awarded more than \$200,000 to K-8 schools nationwide.

*“Can we walk?” This is the question I hear from my 7 year old every morning. The Fire Up Your Feet Challenge has encouraged my family to walk to school as much as we can. This program has encouraged us to walk and talk and with each other! Not only does he want to walk but he wants to walk with me!! Any program that makes my son happy to do activities with me I'm all for it.*

– Angela Pojar, parent at Brighton Elementary School in Portsmouth, VA

## Connecting New Partners for Chicago's Safe Routes to School Coalition

The National Partnership provides coaching and support to low-income and underserved communities through our technical assistance. In 2015, as part of our participation in the Voices for Healthy Kids initiative, we worked with the Active Transportation Alliance in Chicago to help develop a structure to establish a Safe Routes to School coalition. The focus was in south and west Chicago, where 84.9 percent of students qualify for free or reduced lunch and Black and Latino neighborhoods are affected by violence and crime. Working with the Active Transportation Alliance, we helped facilitate connections with both traditional partners and groups that focus on engaging communities of color in biking, including Slow Roll Chicago, Major Taylor, and Red Bike and Green.



# Special Thanks to our Partners

Our partners play a critical role in advancing policy change, implementing Safe Routes to School programs, and spreading the word about critical issues, new research, and best practices. We welcomed more than 50 new partner affiliates in 2015, expanding our network to more than 800 partners that are committed to supporting the movement for Safe Routes to School and healthy community design nationwide.

Thank you.



National Partnership staff, 2016

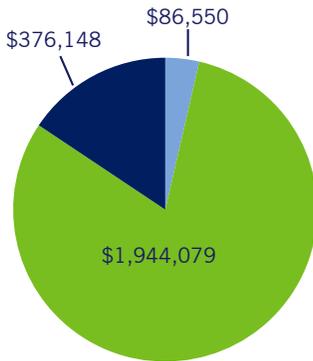


## FINANCIALS AND SUPPORTERS

The National Partnership is generously supported by individuals, partners, corporations and foundations.

### Income by Class 2015

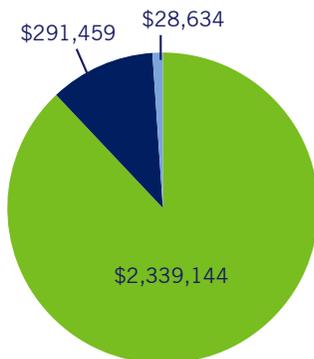
- Foundations (90%)
- Fee-for-service and individual support (6%)
- Corporations (4%)



**Total Income:**  
**\$2,406,777\***

### Expenses by Class 2015

- Program (87%)
- General & Administrative (11%)
- Fundraising (2%)



**Total Expenses:**  
**\$2,659,237**

\*In accordance with nonprofit accounting standards, income is booked when a grant is received rather than when expenditures are incurred, which is why expenses exceed income for 2015. In 2015, \$2,230,915 in prior year income was released from restrictions for use in 2015 and \$1,706,653 in 2015 income is restricted for use in future years.



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