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# Funding Safe Routes to School in California

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# Funding Overview

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- No-cost or low-cost programs / projects
- Sources of funds for SRTS
- Funding tips



# Types of funding

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- Capital funds
  - New facilities like sidewalks, crosswalks, and other changes to the built environment
- Program funds
  - Administrative and training costs
    - Hiring coordinator
    - Providing safety training to students
    - Increasing traffic enforcement near schools
    - Promotional materials

[www.walktoschool-usa.org/funding/index.cfm](http://www.walktoschool-usa.org/funding/index.cfm)

# No-cost or low-cost programs

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- Encouragement, education and enforcement can be low-cost
- Work with volunteer organizations
- Work with bike and walk advocacy groups
- Get police to deploy around schools during drop-off and pick-up times
- Be creative!

# Funding Sources

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- Caltrans SRTS/SR2S Grants
- California Kids' Plates
- California Office of Traffic Safety
- US EPA
- Community Partners
- Local funding (public & private)
- Private Foundations
- School District
- Public Health Department
- Local fines and fees



# More funding sources...

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- Caltrans
  - Environmental Justice grants
  - Community-Based Planning grants
  - Highway Safety Improvement Program
  - Congestion Mitigation and Air Quality Program
  - Bicycle Transportation Account
- Federal
  - Transportation Enhancements
  - Congestion Mitigation and Air Quality funds

# Caltrans

## *SRTS (Federal) and SR2S (State) Grants*



- Goal
  - Increase the number of children walking and bicycling to school by making it safer for them to do so
- Infrastructure
  - Capitol improvements that make it safer or more convenient
- Non-infrastructure
  - Education, encouragement and enforcement activities

[www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm](http://www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm)



<b>Program Feature</b>	<b>SR2S (State)</b>	<b>SRTS (Federal)</b>
<b>Expiration</b>	Indefinite funding	Pending SAFETEA-LU reauthorization (exp 12/31/10)
<b>Eligible Applicants</b>	Cities & counties	State, local, & regional agencies; non-profit, school district, public health, Native American Tribes can partner with city, county, MPO, RTPA
<b>Eligible Projects</b>	Infrastructure (up to 10% NI)	Stand-alone infrastructure or non-infrastructure
<b>Local match</b>	10% minimum	No
<b>Restriction on Infrastructure Projects</b>	Must be in vicinity of a school	Must be within 2 miles of an elementary or middle school
<b>Target</b>	Children in grades K-12	Children in grades K-8
<b>Current Status</b>	Cycle 9 awarded 10/2010 Cycle 10 in mid-2011?	Cycle 3 call expected in Spring 2011
<b>Funding</b>	\$24.25 million annually; individual award limit \$500,000 in Cycle 9	\$23 million annually (est); Cycle 2 individual award limit \$1 mil I, \$500K NI



# SRTS Eligible Activities

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- *Google Caltrans Local Assistance Program Guidelines (LAPG), Chpt 24*
- Non-infrastructure
  - Good guidance in LAPG
  - Hire program coordinator
  - Provide walk/bike audit workshop
  - Develop “Suggested SRTS” maps
  - Provide incentives
  - Pay for substitute teachers
  - Procure equipment & training for crossing guards
  - Pay for additional traffic enforcement or equipment



# California Kids' Plates Program

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- Special DMV license plates – supports a Children’s Health and Safety Fund
- ¼ of funds support UI Childhood Injury Prevention Programs
- Mini, multi-year, professional development, and equipment grants
- Public agency, school, university or 501(c)(3)

# California Kids' Plates Program



- For funding opportunities...
  - Sign up at [www.injurypreventionnetwork.org/community/membership/join](http://www.injurypreventionnetwork.org/community/membership/join)
- CA Injury Prevention Network & [www.kidsplates.org](http://www.kidsplates.org)
- Equipment & professional development funding opportunities open in December!

# California Office of Traffic Safety

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- Pedestrian & bicycle safety one of 8 funding priority areas
- “Political subdivisions” eligible
- Fund community-based coalitions, pedestrian and bicycle safety education programs
- Partnerships with law enforcement
- Review Caltrans’ SHSP
- Annual RFA released in November

*<http://ots.ca.gov>*

# US Environmental Protection Agency

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- Environmental education, community-based environmental justice planning grants and more

*[www.epa.gov/ogd/grants/information.htm](http://www.epa.gov/ogd/grants/information.htm)*



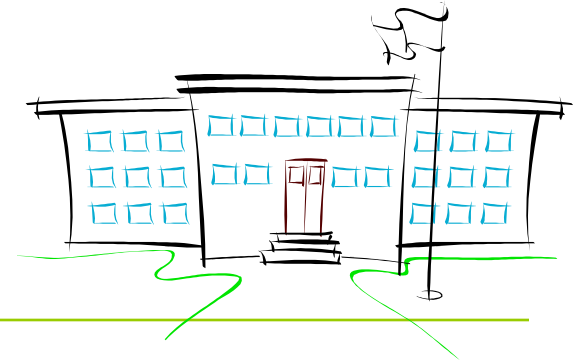
# Safe Kids Coalitions

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- Key collaborators
  - Connected to community
  - Source of volunteers
- Some funding available for walk and bike to school activities

# Local Funding

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- Capital Improvement Projects
- Operating Budgets
  - Transportation
  - Law Enforcement
  - School District
  - Parks and Rec
- Community service groups
  - Rotaries, Lions Clubs

# Private Funding

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- Local corporations and businesses
  - Cash, prizes, donations
  - Ask parent leaders where they work
  - “Community Giving Programs”
- Foundations
  - Transportation, health, environment, community-building
  - Hospital Foundations
  - Educational Foundations (NEA)
    - Service and Project-Based Learning Projects
  - Foundation Center
- PTAs

# National Center for Safe Routes to School

**SafeRoutes**  
National Center for Safe Routes to School



- Mini-grant opportunities
- Current RFP
  - 25 mini-grants of \$1,000 each
  - Support activities enabling children to walk or bicycle safely to school
  - Broad eligibility
  - 10% funding rate

# Some Current Funding Opportunities

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- Saucony Run for Good
- Fuel up to Play 60
- General Mills Champions for Healthy Kids
- National Education Foundation Learning & Leadership Grants
- FedEx Charitable Contributions
- Achieve Healthy Communities

# Caltrans

## Transportation Planning Grants



GRANT	FUND SOURCE	PURPOSE	WHO MAY APPLY	LOCAL MATCH
Environmental Justice Planning	State Highway Account Budget \$3 MILLION Grant Cap \$250,000	Promotes community involvement in planning to improve mobility, access, and safety while promoting economic opportunity, equity, environmental protection, and affordable housing for low-income, minority, and Native American communities.	The following may apply <b>directly as an Applicant, or as a sub-Recipient</b> : <ul style="list-style-type: none"> <li>• MPOs and RTPAs</li> <li>• Cities and Counties</li> <li>• Transit Agencies</li> <li>• Native American Tribal Governments</li> </ul> The following may apply only as a <b>sub-Recipient</b> : <ul style="list-style-type: none"> <li>• Universities and Community Colleges</li> <li>• Community-Based Organizations</li> <li>• Non-Profit Organizations (501.C.3)</li> <li>• Public Entities**</li> </ul>	10% minimum (in non-federal funds). Up to one-quarter of the 10% match can be in-kind*.
Community-Based Transportation Planning	State Highway Account Budget \$3 MILLION Grant Cap \$300,000	Funds coordinated transportation and land use planning that promotes public engagement, livable communities, and a sustainable transportation system which includes mobility, access, and safety.	The following may apply <b>directly or as a sub-Recipient</b> : <ul style="list-style-type: none"> <li>• MPOs and RTPAs</li> <li>• Cities and Counties</li> <li>• Transit Agencies</li> <li>• Native American Tribal Governments</li> </ul> The following may apply only as a <b>sub-Recipient</b> : <ul style="list-style-type: none"> <li>• Universities and Community Colleges</li> <li>• Community-Based Organizations</li> <li>• Non-Profit Organizations (501.C.3)</li> <li>• Public Entities**</li> </ul>	10% minimum (in non-federal funds). Up to one-quarter of the 10% match can be in-kind*.

# Caltrans

## *Transportation Planning Grants*

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### ○ Project examples

- Pedestrian/bicycle/transit linkage studies or plans
- Complete streets studies, plans
- Plans that promote walking, biking, livability



# Caltrans

## *Highway Safety Improvement Program (HSIP)*

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- Collision data key to demonstrating need
- Eligibility
  - City or county
  - Any publicly-owned roadway or bicycle/pedestrian pathway or trail
  - Consistent with Strategic Highway Safety Plan
  - Projects designed and constructed expeditiously

# For Caltrans Funding Updates



○ Sign up here:

[www.dot.ca.gov/hq/LocalPrograms/sub.htm](http://www.dot.ca.gov/hq/LocalPrograms/sub.htm)



# Other Transportation-Related Funding Sources

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- Congestion Mitigation Air Quality Funds (CA Air Resources Board)
- Bicycle Transportation Account (Caltrans)
- Metropolitan Planning Organization
- Congestion Management Agency
- Air Quality Management District
- Transportation Enhancements Program (FHWA)

# Fine-based Funding

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- Generated from school zone-specific violations
- Municipality may increase amount of fines in school zones for speeding, crosswalk violations
- Portion of fine goes into an account for ped and bicycle safety, SRTS, etc...
- Models:
  - Child passenger safety
  - Portland, OR
  - Washington state

# Vehicle Registration Fees

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- SB 83 gave CA counties the ability to levy a \$10 vehicle registration fee (VRF) to fund transportation with voter approval
- Portion of fee can go to ped/bike access and safety, SRTS, etc...
- 2010 Measures passed in 5 Bay Area Counties (2 failed)

# A Few Places to Search & Stay Informed

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- TARC list serv
- California SRTS Network
  - SRTS in California on Facebook
  - <http://saferoutescalifornia.wordpress.com>
- California Injury Prevention Network list serv
- Boost Collaborative

# Funding Tips

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# Tip 1: Start with Planning

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- What are the problems we want to address?
- How can we address them?
  - What can we do short-term and long-term?
  - Non-infrastructure and Infrastructure ideas?
- How can we make our case?
- What partners should we involve?
- Who can help us?

# Tip 2: Collaborate

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- Build a coalition with the right folks
- Align with community groups
- Look for grant writers in strange places
- Introduce project/issue to Chamber of Commerce, elected officials
- Make friends with Public Works/DOT, MPO, health department, school district, etc..

# Tip 3: Start Small to Go Big!

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- Money brings in more money
- Demonstrate longevity of program, community involvement
- Activate and engage community to set you up for a larger grant
- Larger grants often = more requirements and restrictions

# More Tip 3...Starting Small

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- Large infrastructure projects take a long time to conceive and build
- What can you do in the short-term?
  - Consider education, encouragement, and enforcement first!

# Tip 4: Gather your data!

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- Document problems
  - Walk audits
  - Photo-voice student projects
  - Walking/biking surveys
  - Speed surveys
  - Traffic volumes
  - Collision and injury data

# Tip 5: Know what you need

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- Can you write the grant yourself or do you want help?
- Do you need a fiscal agent?
- Do you need to be on the city's "list"?

# Tip 6: Find Your Pitch

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- Spend time researching funder priority areas
- SRTS can have diverse goals/angles
- Business
  - More people walking/biking means more foot traffic and visibility
- Big corporations and elected officials
  - Positive PR

# Tip 7: Think Sustainability Early

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- Build support among elected officials, key decision makers, local advocacy groups
- Consider longer-term funding approaches
- Build local capacity



# California Safe Routes to School Technical Assistance Resource Center

## Safe Routes to School Technical Assistance Resource Center California Active Communities, California Department of Public Health

### Project Coordinators & Contact Information

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# California SRTS Technical Assistance Resource Center (TARC)

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- No, we can't
  - Write grants for you ☹️
- Yes, we can!
  - Connect you with potential partners
  - Help you with who, what, when, where, how
  - Provide training
  - Tell you when funding is available

[www.CAactivecommunities.org](http://www.CAactivecommunities.org)  
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