

Getting from There to Here:

*Building and Funding a Sustainable
Safe Routes Program*



*2nd Annual Sacramento
Safe Routes to School 5 Es Conference
November 12, 2010*

The Natomas Story



The Beginnings...

- Started as a community project
- Identified a need & developed a solution
 - As a bike commuter – I contended with dangerous school traffic.
 - Wanted daughter to be able to bike to school
- When she started kindergarten – I decided it was time to act.

Kickoff – Creating a Buzz

- All School parade
- High parent & student participation
- T-shirts
 - Generate interest
 - Long-term advertising



Shirts are Expensive!!! -

Where do we get the \$\$\$???

- Mini Grant (*Sacramento Enriches*)- \$500
- Councilmember \$500
- Mayor \$500

**THESE CONNECTIONS
PAID OFF LATER**

Growing the Program



- Monthly Walk-to School Days
- Special Events (theme days)
- Contests (Frequent Rider Miles)

Growing the Program

- Walk to School Week
- WALKtober
- Walking Wednesday
- May is Bike Month
- Class prizes



Relied on Small Donations

- Local Businesses– (Grocery, Bike Shop, Starbucks, Pizza, etc.)
- Community Magazine/Newspaper
- Transportation Management Association
- Larger Companies
 - Radio Disney
 - Trek Bicycles

Small Community Grants

Spring into Fitness



Small Community Grants

Spring into Fitness



Small Community Grants

Spring into Fitness



Larger Community Grants

First Five Commission \$5,000

- An unexpected opportunity
- Made the grant fit our program
- Worked because First 5 was flexible
- Provided funding base for key projects

First Five Grant



First Five Grant



First Five Grant



Building Partnerships

Robert Wood Johnson Foundation

- \$200K grant to form a community partnership focused on building an active community.
- We initially saw it as opportunity for stable program operations funding (*i.e stipends for site coordinators at every school*)
- Didn't work out quite the way we envisioned

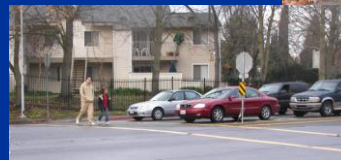
Building Partnerships

Robert Wood Johnson Foundation

- Grant provided enough funding for us to establish and grow the partnership & develop a plan.
- More than 20 partners (incl. WALKSacramento (lead) school district, city, TMAs, SABA, RT, non-profits, etc)
- Still needed funding for specific projects
- Growth was slow, but developing the partnership would pay big dividends later...

Infrastructure Planning

- 2005 was a perfect example...



Infrastructure Planning

- Partnered with Local Government Commission on a community design workshop.
- Brought various segments of the community together



Infrastructure Planning

- Collaborative planning process.
- Involvement of school staff, parents, teachers, city staff, community.



Infrastructure Planning

Led to a comprehensive community driven plan..



Creative Funding Sources



- 2006 Infrastructure Bond/Parcel tax vote.
- Bond included funds for “safe walking routes”
- Tax funded crossing guards, bike education etc.
- Bond passed/Tax failed
- Dedicated funds for infrastructure/not programs

Long-term Stability

Caltrans Safe Routes Grants

- Applied for both Infrastructure & Non-infrastructure
- \$500,000 NI for full-time district coordinator, bike education, etc.
- \$1 million infrastructure grant to implement 2006 community plan
- Non-Infrastructure funded but Infrastructure denied
- Met with CT staff – identified weaknesses – reapplied and funded during next cycle.

Non-Infrastructure Grant

Four –year grant period

- Coordinator’s role to implement vision of community that supports walking/biking
 - Lead development of 5 year Strategic Plan
 - Form/lead multi-functional task-force
 - Support active walk/bike program in all district schools.
 - Develop sustainability plan.

Infrastructure Grant

Keys to success

- Application stressed community collaboration.
- Long established track record of effective programs.
- Bond funds used as match
 - Leveraged impact of grant funds
 - Made project more attractive to city partner.

Sustainability^{today}

How do we keep the program going?

- Major focus of the strategic plan
 - Seek additional grants.
 - Seek community/foundation sponsorship for specific projects (i.e. bike education)
 - Incorporate responsibilities into others' job descriptions.
 - Make program indispensable

Summary

- Started small and grew gradually
- Tapped a variety of funding sources – evolved over time.
- In multiple cases, prior efforts, established partnerships were the foundation for future success.
- Plans evolved over time and unanticipated opportunities arose. Needed to watch for them and take advantage.