

# Active Transportation

Advancing Education & Encouragement Programming



# About Us

## WHO WE ARE

- Non-Profit, 501(c)3
- 14 Years
- Los Angeles-based
- 4 Counties

## PARTNERS

- Cities
- School Districts
- Government Agencies

## PROGRAMS

- Safe Routes to School Programming
- Pedestrian / Bicycle Safety Education
- Community Workshops



# Safe Routes to School

## Long History of Saving Lives

- Ideology formed in Europe to create safer routes to school for children
- Reduced mortality rates by 40%
- U.S. approach began around 1985
- Non-infrastructure added around 2005
- **In 1979, 50% of students walked/biked to school**
- **Currently, only about 18%**



# Safe Routes to School

## Based on the “6 Es”

- Education
- Encouragement
- Equity
- Engagement
- Engineering
- Evaluation

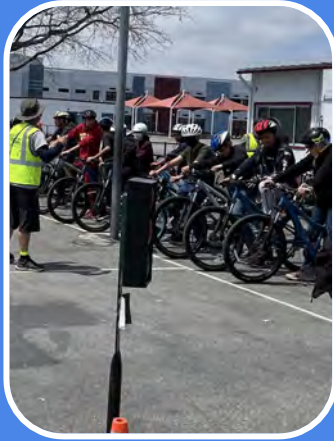


# CASE STUDIES

Planting seeds, affecting change



Culver City



Oxnard



Santa Ana



Costa Mesa

# Culver City

Four Years: Grant Funded (\$500,000)  
10 Years: City Funded (\$700,000)



# WALK 'N ROLLERS



# Oxnard

Two years: ATP Funded  
Two years: City Funded





# Santa Ana

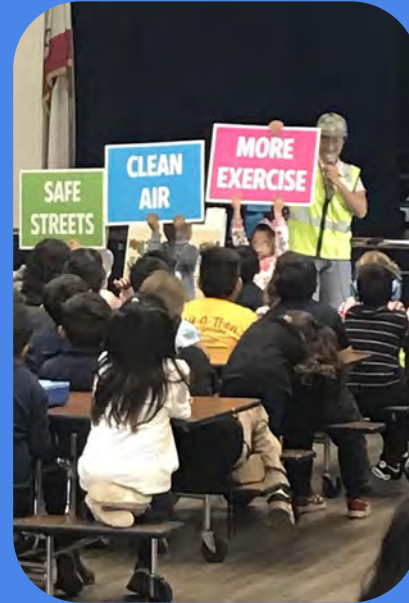
Three Years: ATP Funded (\$180,000)





# Costa Mesa

Two years: City Funded





# Collaborations

## We collaborate across agencies, jurisdictions

- LA Metro
- Orange County Transportation Authority
- SCAG
- Riverside University Health System
- Municipalities and School Districts in 4 counties
- Local Organizations, Planning Agencies



# Workforce Development

## Opportunity creates Opportunity

- Instructors
- Mechanics
- Advocacy Leadership





THANK YOU

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