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## Sequoia Healthcare District Progress Report March 2010 – June 2011

Redwood City 2020 (RWC 2020) is an ongoing collaborative involving seven public and nonprofit organizations that work together to ensure that children, youth and families living in the attendance area of the Redwood City School District are safe, healthy and successful. In 2008, district-wide, only 27% of 5<sup>th</sup> graders and 26% of 7<sup>th</sup> graders met all of the physical fitness standards in the State administered physical fitness tests. Latino students scored at lower levels as a group, 19.6% (5<sup>th</sup> grade) and 18.8% (7<sup>th</sup> grade) meeting all standards. (Source: [www.kidsdata.org](http://www.kidsdata.org)) These results demonstrated a physical fitness need that needed to be addressed for these children to have the ability to become healthy and successful students and adults.

In December 2009, RWC2020 adopted four overarching Community Wellness Goals to employ health promotion strategies to create and maintain a healthy community. One of the goal areas was to increase easy everyday physical activities. The objectives laid out by RWC2020 for this goal were to: increase the number of students walk/biking to school through such strategies as assessing safe routes to school, educating the community about the need for increased daily activity and piloting a *walking school bus* program that brings students from a drop off location 2-3 blocks from school to and from the campus at the beginning and end of the school day.

In this reporting period, RWC 2020 had made great progress in each of these objectives. RWC 2020 is laying the groundwork for a long-term sustainable model for a Safe Routes to School Program. By creating a strong foundation for this program, students throughout Redwood City/North Fair Oaks will have the opportunity to easily meet the recommended daily 30 minutes of exercise by simply walking to and from school.

### **1. Please provide a brief narrative that details the progress made toward achieving your program objectives from the period of March 2010 to June 2011 (future reports will be from July-June).**

Redwood City 2020 (RWC2020) has made great strides in implementing Safe Routes to School programs in Redwood City. Over the course of this time period RWC2020 involved ten schools in International Walk to School Day. Of those ten schools, RWC2020 further worked with six schools to develop individualized programs to increase daily walking.

International Walk to School Day 2010 (October 5th, 2010) engaged over 2,250 Redwood City School District students to participate in this event at ten schools. From the data collected before and during the event it was determined that on an average day district wide, only 30% of students walk/bike to school. On last year's Walk to School Day, 58% of students walked/biked. With the right motivation and education there is the potential to almost double the number of students that walk/bike to school.

In addition, RWC2020 has worked with 6 schools to further implement some type of Safe Routes programs. During the 2010-2011 school year, Fair Oaks, Roy Cloud and John Gill schools piloted a weekly walking school bus program for one to three months with one to three routes

running at each school. At the end of the year, each school evaluated their program and created new goals to provide more comprehensive and effective programming for the 2011-2012 school year.

RWC 2020 also developed partnerships with Hawes, John Gill and Garfield to begin the groundwork to implement programs in the 2011-2012 school year. In Spring 2010 and 2011, students from the Stanford University Urban Studies Department implemented walkability assessments and mapping projects at both Hawes and John Gill schools to create program recommendations to increase the safety and number of students walking. In addition, Garfield School has partnered with the Lucile Packard Children's Hospital to implement walkability assessments and other activities to determine how to create a safer walking environment for students and their families in this community.

**2. Include the number of students you have served. Is this number relatively consistent with your original proposal? If less, why?**

This program is looking to create behavioral change for a pattern of travel deeply engrained in our society. There are many steps to permanently changing the number of students that walk and bike to school. This program, for the past year, has been raising awareness about the benefits of walking/biking and the barriers that prevent more students from using these modes to get to school. We have talked about these issues with school staff, students and families as part of our overall plan to educate community members about the reasons for walking and biking.

International Walk to School Day was a chance to introduce a large population of the Redwood City School District community to the benefits that walking to school could provide. During this event ten schools participated and the marketing for this event reached students, school staff and families as well. Of the ten schools that participated nine collected data. During the event those 9 schools registered that 2,238 students walked to school on October 5th, 2010.

The three schools that implemented Walking School Buses in 2010-2011 (Fair Oaks, Roy Cloud and Hoover) serve 2,144 students. During this past school year a combined 100 students and 25 adult volunteers participated in the Walking School Bus programs. Numerous students, parents and school staff were engaged at Hawes, John Gill and Garfield while implementing walkability assessments and surveys.

**3. One or more stories detailing someone whom you have helped and how they have benefited by the program.**

The Family Center at Hoover School promotes a model that encourages those that are served by the Center to in turn find some way to serve their community. The walking school bus has provided this opportunity. The walking school bus at Hoover has allowed two parent volunteers to become leaders in their community and develop their own leadership skills. As volunteers out in the community they are ambassadors for the program. By engaging other families in conversations about the walking school bus they are not only marketing the activity but also building trust in the program. Through their work they have developed relationships with two other parents in the community. These two moms walked each of their daughters to school every day. It was often difficult to ensure their child arrived safely to school and then arrive at work on time. Through the work of the volunteers, they built relationships with these moms. The two women were very grateful the volunteers led the walking school bus. They were able to drop off their daughters every week with the volunteers, so they could arrive at work on time while also knowing their children were safe in their school travels.

In 2008, the City of Redwood City completed a mobility study on the Hoover neighborhood. The study actively engaged community members throughout the process. After meeting with the Hoover school principal in 2010 she said that many members had been very excited about the

process but now felt that nothing had been done with it. They were disillusioned with the process that they put a lot of time into it but then it produced no results. Through the work of RWC2020, we connected City employees with school staff and families to facilitate open communication about the efforts the City has undertaken since the study. This opened up the lines of communication to allow the community to see their participation can result in change. It also provided the Principal, Amanda Rothengast, with an opportunity to share and identify safety risks for children during the pick-up and drop-off hours with the City. Through this renewed partnership and communication, RWC2020 submitted a grant on behalf of the City of Redwood City to seek funds to implement recommendations that would directly benefit the safety of students that walk to and from Hoover School.

The volunteers from the Roy Cloud walking school bus routes tend to walk their children to school on a daily basis, not just on the walking school bus day. Through the three months that the program was running the volunteers often commented that they would see families from the walking school bus start to walk on 1-2 other days of the week as well. One father had commented to a volunteer that he had now started occasionally walking his son to school as it allowed them a time to catch up without any distractions. One of the parent volunteers from Roy Cloud has become so passionate about the work that she joined the Redwood City School District Wellness Committee.

**4. A summary of the activities performed by Nadine Levin last year and any other staff/volunteers you have employed to carryout this program; list their names and titles.**

*Nadine Levin, President - Nadine Levin Consulting:*

During the 2009 – 2010 school year Nadine worked closely with Fair Oaks school to implement the Walking School Bus kick-off event in June 2010 and carefully documented those efforts. During the 2010-2011 school year Nadine worked with City staff and school principals to determine the needs of schools in regards to both programming and infrastructure related to the safety of students that walk and bike to school. She has also facilitated an open dialogue between the schools and the City to determine what needs the City can currently address. She also supported the efforts of the Climate Corps member in the Walking School Bus program at schools throughout Redwood City. She attends different stakeholder meetings in the community such as the Redwood City Pedestrian Committee and Fair Oaks Pedestrian Safety Committee. Through these meetings and other outreach effort she has been able to establish and maintain relationship with partners such as the Lucille Packard Children's Hospital Safe Kids program and County of San Mateo Department of Public Works and Department of Public Health.

In addition, she spent time leveraging funds to increase the program capacity by working with the County Office of Education to determine how their Safe Routes funding would be distributed. She Also she wrote a Safe Routes to School grant for non-infrastructure funding to obtain funds for 6 Redwood City schools to further pursue more in-depth studies and assessments in regards to the walkability of their school. Nadine also has been a key figure in the partnership with the Stanford Urban Studies program. She interfaces with Stanford University faculty in regards to applied research projects by the students in support of the Safe Routes to School programs. She then advises and supports students through the project process. Finally she ensures that City Staff take the students recommendations into consideration and works with the staff to determine which recommendation are currently feasible.

*Jill Haberlin, Program Assistant - Climate Corps (AmeriCorps):*

Jill was responsible for the program management and implementation at the school level of these activities. She supported the countywide "Walk to School Day" effort by engaging Redwood City to participate. She then identified schools willing to be the "early adopters" of the Walking School Bus program. She researched case studies and worked with staff and volunteers at three schools to develop program goals for the school year. She created all program materials, conducted marketing efforts in the school, recruited program volunteers, and analyzed all

program data and feedback. At the end of the year she helped the schools develop goals for the next program year. In addition, she also wrote a Caltrans Safe Routes to School grant on behalf of the City of Redwood City for funds to implement pedestrian safety recommendations from the City of Redwood City Hoover Mobility Study.

*Walking School Bus Parent Volunteers -*

Approximately 25 parent volunteers contributed varying amounts of time to the Walking School Bus program. At minimum they led a route of students to school once a week for 1-3 months. Some parent volunteers were engaged in the development and marketing of the program at their individual school.

Through their efforts, Nadine and Jill enabled RWC 2020 to build on the initial investment of the Sequoia Healthcare District with the following actual and potential funding sources:

1. Worked with San Mateo City/County Association of Governments (C/CAG) and San Mateo County Office of Education to develop a plan to distribute \$2 million over two years to schools in San Mateo County. (Redwood City Schools will receive approximately \$100,000 this year).
2. Wrote and submitted a Safe Routes to School (SRTS) grant application for Federal Cycle 3. Non-infrastructure grant request for \$204,000. The funding would be used to establish a SRTS Task Force in Redwood City School District, conduct walkability assessments at six schools and coordinate education, enforcement and encouragement for walking/biking programs at the 6 schools.
3. Wrote and submitted a SRTS grant application for infrastructure for improvements near Hoover school for \$634,000.
4. Encouraged the City of Redwood City to submit a grant application in the amount of \$532,640 from SMCT and Measure A and C/CAG TDA Title 3 funds for installation of bicycle and pedestrian improvements on Hudson Avenue between Whipple Road and Woodside Road.
5. Safe Kids (Lucile Packard Children’s Hospital) has been successful in getting a \$8,000 San Mateo County DPH grant to improve pedestrian safety at Garfield School and a \$25,000 National Safe Kids grant to convene a county-wide 2 day meeting on SRTS.

**5. A detailed listing of expenditures for the respective time period.**

<b>Redwood City 2020 – Sequoia Healthcare District Safe Routes to School Budget 2010-2011</b>	
<b>REVENUE</b>	<b>FY 09-10</b>
Sequoia Healthcare District Contribution 6/16/10	\$20,000
Second Installment 6/30/10 (-\$698.00 for Kick off banner)	9,302
<b>Total Revenue</b>	<b>\$29,302</b>
<b>EXPENDITURES</b>	
Consultant 2010-2011	\$11,335
Other Program materials/supplies 2009-11	\$1,967
Climate Corps Staff 2011-2012 (part of cost)	\$8,500
<b>Total Expenditures</b>	<b>\$21,802</b>
<b>Balance*</b>	<b>\$7,501</b>

\* We plan to continue to use the balance remaining funds to contract with our consultant in FY 11-12

**Redwood City 2020 -Sequoia Healthcare District  
Safe Routes to School Budget 2011-2012**

	Budget
<b>REVENUE</b>	<b>FY 11-12</b>
Sequoia Health Care District Contribution	\$8,000
<b>Total Revenue</b>	<b>\$8,000</b>
<b>EXPENDITURES</b>	
Allocated to Climate Corps (balance of cost)	\$8,000
<b>Total Expenditure</b>	<b>\$8,000</b>

**6. An assessment of how well you feel you are progressing toward meeting stated goals and objectives. If there have been dramatic changes made to the design of the program since the application, please detail those changes and why they occurred. If you are behind schedule, indicate why and how you plan to move forward to meet all goals and objectives.**

This program has made excellent progress in the fourteen months of this reporting period. In June 2010, RWC 2020 met its first goal by launching a pilot Walking School Bus kick-off event at Fair Oaks. Through the enthusiasm and excitement of this event Redwood City 2020 was able to push forward the efforts of this program in the 2010-2011 school year. One of the big program changes that occurred during this year is that Redwood City 2020 obtained a Climate Corps-AmeriCorps member from the City of Redwood City to spend 50% of her time working on the Safe Routes to School program. Through the combined efforts of this member, Jill Haberlin, and consultant, Nadine Levin, the Safe Routes program is at various stages of development in six schools in the district after just one year of programming. In the year previous to this no schools had Safe Routes programming. Nadine was able to focus on working with stakeholders at a government level to develop partnerships that will form into long-term, sustainable collaborations. At the same time, Jill Haberlin was able to identify schools that already had an interest in the program. During this first year the focus was on the early adopter schools to begin implementation and evaluate how best move forward at future schools.

This program is a timely occurrence as the San Mateo County Office of Education is beginning to implement its own program activities related to Safe Routes to School. They will begin offering services and grants to schools and districts that want to engage in this programming. With the experience RWC2020 has gained it will be able to assist Redwood City schools in pursuing funds to implement individualized program at their school.

**7. Anything else you wish the SHCD Board to know about this project.**

This is a long-term project that is trying to engage families and the community to view how their children travel to school in a different way. Driving has become a social norm and this program is aiming to help change this norm when it comes to student travel to and from school. We are engaging people to think differently about school travel and to think about it beyond a student simply arriving at school. We want the community to embrace it as an opportunity that allows them a simple way to introduce more physical activity in their child's life. In a time with limited resources for many schools it is this type of thinking and creativity that will allow students to continue to receive the physical activity they need.

It is hard to truly count the impact of a program such as this and to be able to track every person

who has benefited or began walking since its inception. It is slowly becoming habit for some people and over time more people may start seeing this as the norm and be more willing to change their own behavior.

In addition, although the purpose of this program was to increase daily physical activity each of the schools has seen many additional benefits. The great thing about a Safe Routes to School program is that it benefits the health and well being of students and the community in many ways. On Walk to School Day, parents at Roy Cloud noted that due to the lack of cars near the school it was much safer to cross the streets and they did not have to walk through the exhaust fumes from the line of idling cars at the school entrance. As mentioned previously, this program has provided parents from Hoover to develop into community leaders. They also see it as an opportunity to address the safety issues students face when walking home from after-school programs in the dark. All of the schools see it as an opportunity for neighbors to meet each other and develop a sense of community and pride in their neighborhood.

**Finally, please also include in a brief summary, how you plan to use the additional \$8K provided to you this year (although I know it is to support the Climate Corps stipends) and your projected goals and major activities planned for this 2011-20112 school year for the WSB Program. I will ask that you provide a mid-year report, due in January (2012) for the period July 1 (or when program began for school year) through November 30, 2012. Your final report will be due no later than June 30, 2012. I will provide you with reporting instructions for each report.**

The additional \$8,000 will be spent on the stipend for a Climate Corps AmeriCorps member, Alonso Barahona. This member will work with RWC2020 from September 2011 - July 2012 as a program manager of the Safe Routes to School program for the Redwood City School District. He will work to sustain and further develop the Walking School Bus programs at Fair Oaks, Roy Cloud and Hoover. In addition he will implement Safe Routes to School programming at 2-4 new sites. He will assist in developing a citywide task force on this program. Also he will research opportunities to leverage funds from the County Office of Education as well as other sources to support site-specific programs.