Safe Routes to School by the Numbers:
Using Data to Foster Walking and Biking to School

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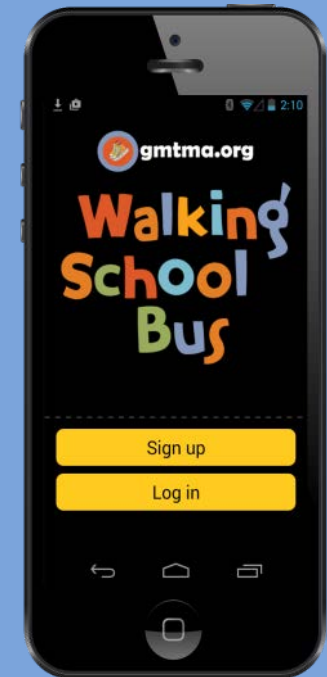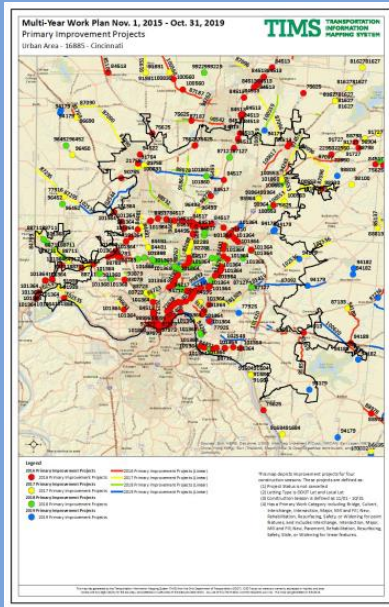
Data already plays an important role in Safe Routes to School

Mike Cynecki

Technology is rapidly changing...

Resulting in changes to:
- how we collect, store, and analyze data
- how community members interact with data

Creating opportunities to make data more accessible

Key Ways to Use Data for Safe Routes to School

- Making the case for investment at all levels
- Prioritizing schools and neighborhoods
- Integrating Safe Routes to School in transportation and land use planning
- Planning and developing programs
- Evaluating programs

Current Data Collection & Usage in Safe Routes to School

Typical data collection

- Student travel tallies

- Online and paper surveys

- Observations and audits

- Interviews

- Secondary data

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Challenges
- Limited resources to collect data
- Minimal local data sharing opportunities
- National surveys often not representative at local level for kids walking and bicycling

Roles and Strategies

- Government
- Research (universities, research centers, large organizations)
- Private sector
- Community organizations and community members

Strategies & Strategies for Government

- Provide open data portal
- Assist with some level of processing and analysis
- Convert geography-based data into maps
- Engage Safe Routes to School in partners in decisions about future data collection

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200 W 31st St, Lorain, OH 44055
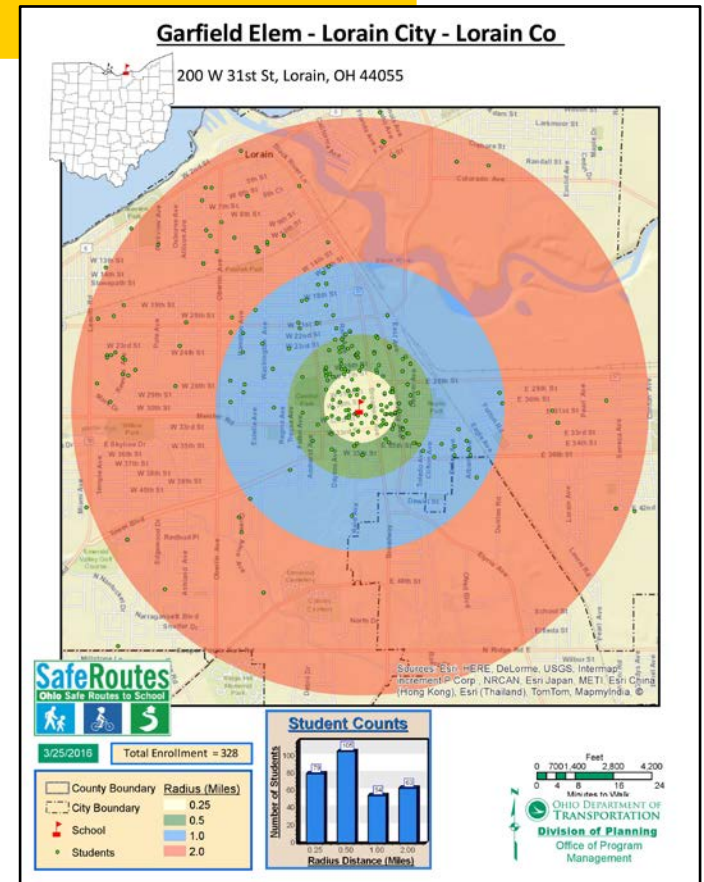
Roles & Strategies for Research

- Continue to share findings

- Convert geography-based data into maps

- Act as a local data intermediary
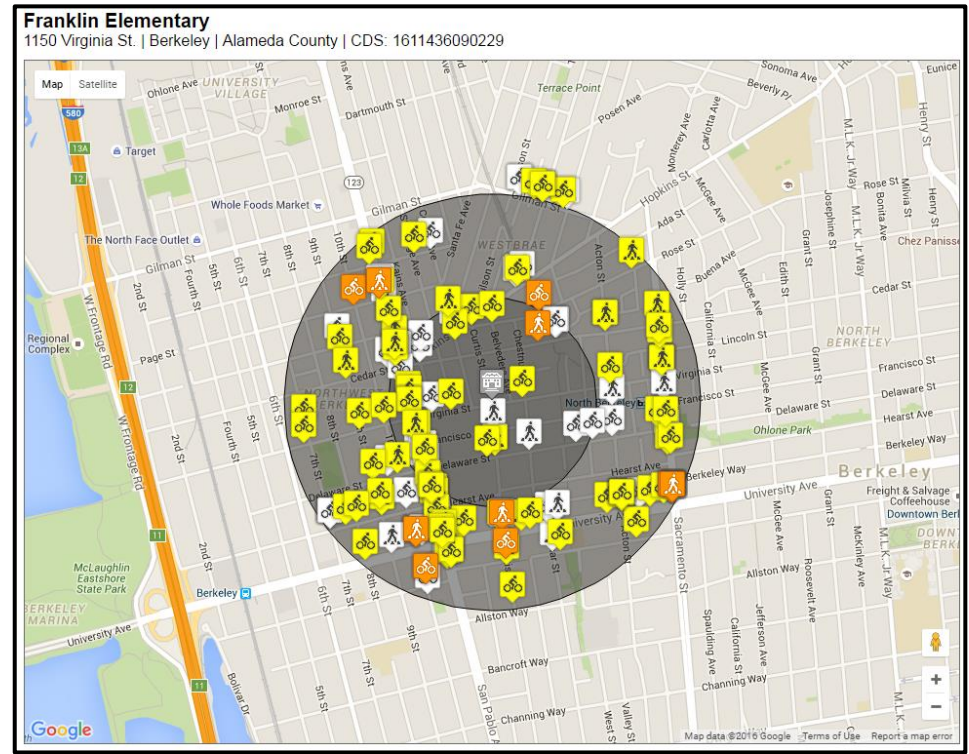
Roles & Strategies for Private Sector

2016 City & Neighborhood Ranking

Walk Score 89 #1 New York Walk Score: 88.9

The Big Apple is the financial capital of the US and home to Times Square and the Empire State Building. Find New York apartments.

Walk Score 86 #2 San Francisco Walk Score: 85.7

San Francisco is famous for beauty, bridges, Victorian architecture, hilly landscape and diverse people. Find San Francisco apartments and San Francisco Real Estate.

Walk Score 81 #3 Boston Walk Score: 80.7

- Expand partnerships with transportation, healthcare, other sectors to include Safe Routes to School

Roles & Strategies for Community Organizations and Members

- Assist with data collection
- Explore and use free and online tools

Report + 2 factsheets

saferoutespartnership.org/
resources/report/srts-numbers

Contact

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