



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

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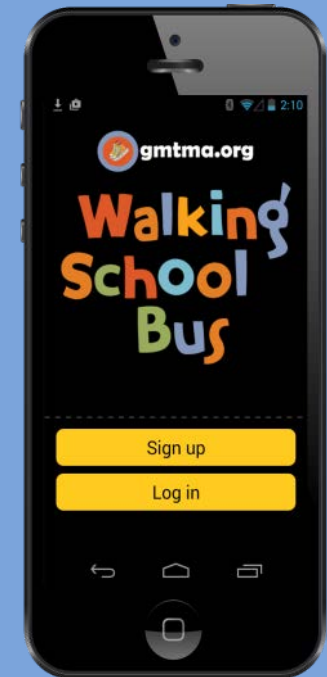
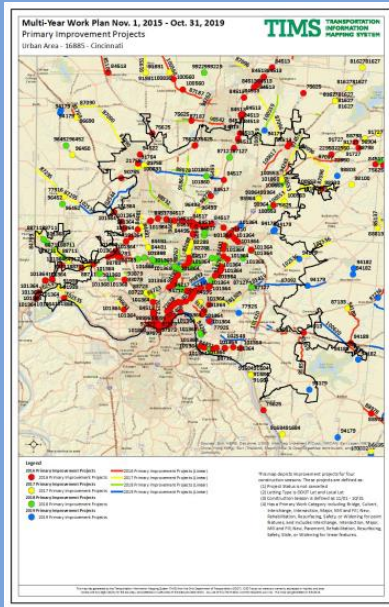


Data already plays an important role in Safe Routes to School



Photo courtesy Bri Welden on Flickr

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

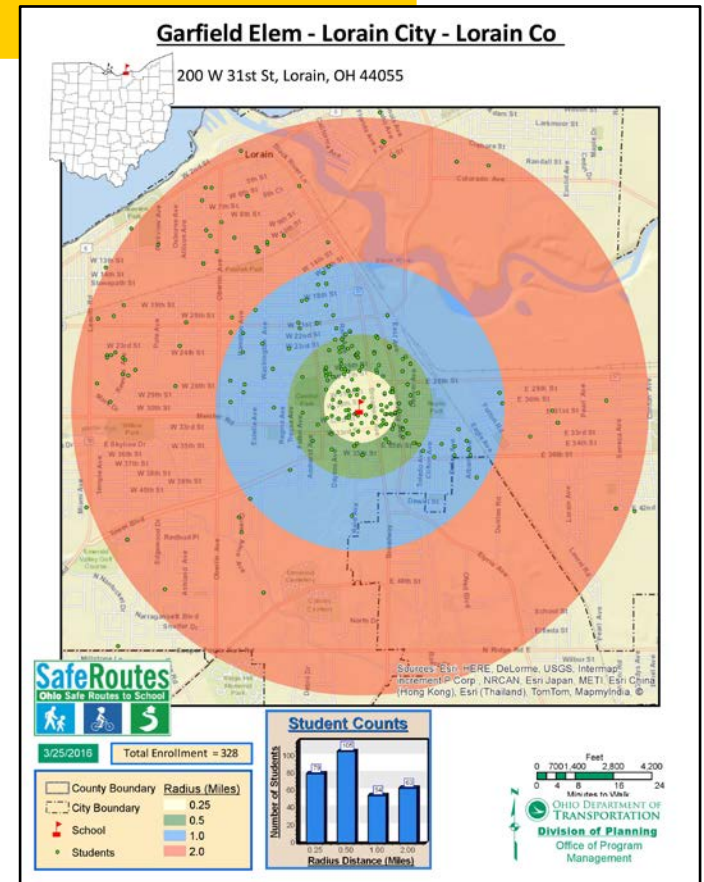
- Limited resources to collect data
- Minimal local data sharing opportunities
- National surveys often not representative at local level for kids walking and bicycling

Roles and Strategies

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

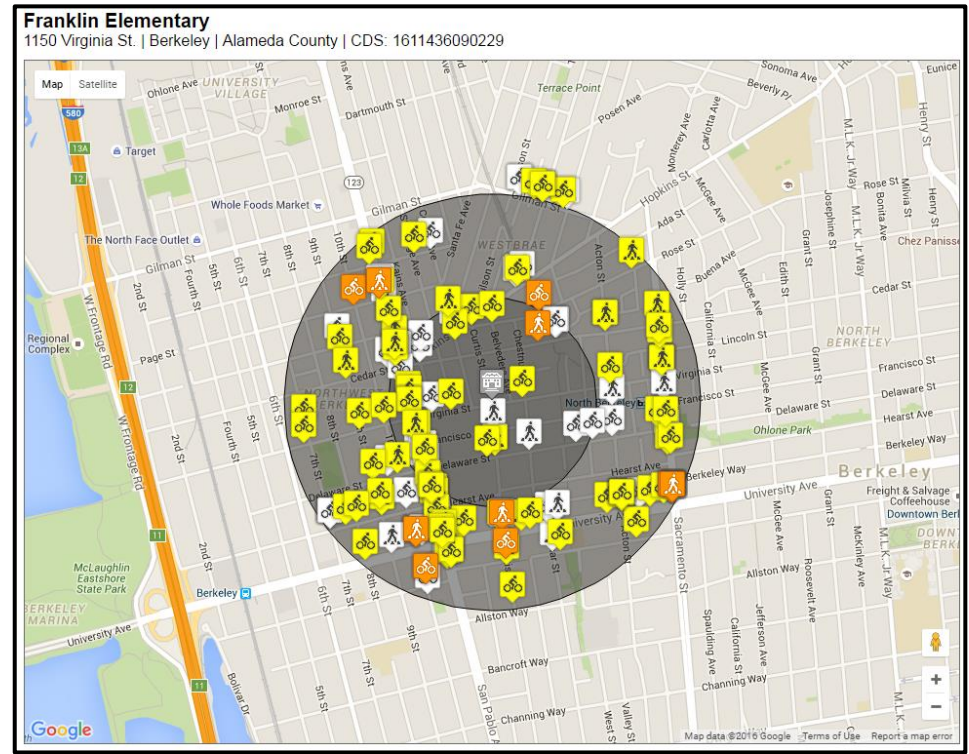
Strategies & Strategies for Government

- 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



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

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

2016 City & Neighborhood Ranking



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



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



Roles & Strategies for Community Organizations and Members

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



How to Access and Use Data: Tips for Safe Routes to School Practitioners



Photo courtesy Erin Weiden on Flickr

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

The Safe Routes to School National Partnership has developed a report that explores the current and potential uses of data in walking and bicycling to school programs and initiatives. The report, [Safe Routes to School by the Numbers: Using Data to Foster Walking and Biking to School](#), discusses why accessible and usable data is important to Safe Routes to School, which types of data must be gathered or accessed, strategies for using data, the roles of various groups in making data accessible, and ways to address challenges that may arise.

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Data has always played a key role in Safe Routes to School as the basis of one of the 6 E's – Evaluation. However, data offers much more. Data provides us with an assessment of what is really happening on the ground, ensures the understanding necessary to make informed decisions about policies, projects, and programs, and is crucial for strong funding proposals. This fact sheet provides an overview of how to access and use data for Safe Routes to School practitioners. It describes key ways to use data for Safe Routes to School, lists some current sources of helpful data, and highlights some accessible (free!) online tools that can be used by Safe Routes to School programs and practitioners.

Key Ways to Use Data to Plan, Support, and Implement Your Safe Routes to School Program

Data can be useful in all aspects of a Safe Routes to School initiative. Data can be used in the following key ways to plan, support, and implement your Safe Routes to School project or program:

- **Making the Case for Investment in Safe Routes to School.** Data contributes to informed decisions and provides support for strong funding proposals, allowing improved, evidence-based demonstrations of the need for new walking and biking infrastructure or Safe Routes to School programs. With data, community members can better participate in the decision-making process, understand the issues, advocate for desired outcomes, and hold decision makers accountable.
- **Prioritizing Schools and Neighborhoods.** When funding and capacity are limited, data can help suggest which infrastructure improvements should be made first and which schools prioritized for education and encouragement programs. Measures related to safety, equity, and program reach can help ensure resources are invested in places and strategies that will best address local priorities and students' and community members' needs.
- **Planning and Developing Programs.** Data helps identify necessary measures to support student safety and provide needed support along the route to school. Information about neighborhood conditions, such as level and location of crime, missing sidewalks, and other barriers allows programs to be tailored to address specific local contexts. Such data can inform "Suggested Routes to School" maps to ensure that suggested routes are convenient for families and avoid hazards.
- **Evaluating Programs.** Gathering baseline data and conducting follow up evaluations assists in analyzing the effectiveness of specific programs and projects. Such assessments make the case for continued support of effective programs, while identifying aspects that could be improved.

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Routes to School Practitioners

data layers such as location of schools, neighborhood Walk Score, pedestrian road network, location of transit stops and stations, pedestrian motor vehicle crash mortality, commute mode, and food retailer locations. These layers can be overlaid with demographic data about a specific community. The Priority Intervention Tool analyzes communities using income and educational attainment data to create maps of "Vulnerable Population Footprints," intended to identify areas at risk of health disparities where efforts might have the greatest impact.

- **Counterspan** — This site provides a free mobile app that enables community members of all ages and abilities to conduct traffic, bicycle, and pedestrian counts. The interface is designed to be very kid friendly and includes intuitive visuals and sounds. App users can record when a car, bus, or person bicycling or walking passes by a specific location, and then use summarized data in planning efforts.

Conclusion

Safe Routes to School practitioners need data to make informed decisions, obtain funding, and persuade decision makers to commit to strong Safe Routes to School programs. With new technologies and increased sharing of data by agencies and organizations, data is becoming more and more useful and accessible to everyone. Safe Routes to School practitioners can harness these new opportunities to innovatively use data to support stronger programs and safer and healthier streets and communities.

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Report + 2 factsheets

[saferoutespartnership.org/
resources/report/srts-numbers](http://saferoutespartnership.org/resources/report/srts-numbers)

Safe Routes to School National Partnership

SAFE ROUTES TO SCHOOL

BY THE NUMBERS

Using Data to Foster Walking and Biking to School

118457	84%	71536	45163
814751	86%	148534	10495
345714	85%	51405	7174
85713	72%	50187	61234
14574	90%	84651	4348
374561	96%	47568	7456
409677	64%	162345	7123
216345	85%	45018	7612



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