

# ANNUAL 2016 REPORT



# Dear partners, allies, champions, and friends:

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Even as the movement for healthy, active communities continues to flourish and grow in communities across the country, there are inequities that contribute to poor health outcomes for kids and adults – particularly in low-income communities and communities of color. In 2016, our work was focused on the intersections where our work aligns and complements that of our allies and partners who are fighting for social justice and environmental justice in our communities.

We know that making streets safe and welcoming for everyone goes far beyond active transportation infrastructure and investments. That's why the Safe Routes to School National Partnership is committed to drawing connections between transportation, equity, social justice, crime and violence, street harassment, and the role of healthy community-based law enforcement. Our commitment includes being a strong ally to all our partners—doing what it takes to support our shared goals – not only for transportation, but for a fair and just society.

In 2016 we developed an update to our strategic plan, reframing our long-term outcomes around four strategic focus areas: improving policies, programs, and infrastructure; advancing social equity; partnering with purpose; and ensuring sustainability. We are pleased to share highlights from 2016 that show our progress in these areas, and we invite you to join us in building the movement for healthy, active communities going forward.



Cass Isidro  
Executive Director

Physical activity is a fundamental building block for good health, and governments at all levels have a crucial role in promoting it. Actions at the federal, state, regional, and local levels are essential – supporting public places and programs that help everyone be active, enacting laws and policies to support active, healthy lifestyles, devoting staff and planning efforts to physical activity, and ensuring adequate funding for walking, bicycling, and physical activity.



## Improving Policies, Programs, and Infrastructure | 2016 Highlights



### Federal Advocacy

A key focus of the National Partnership is to serve as an advocate for Safe Routes to School and related issues with Congress and the federal government and to monitor implementation of federal funding that supports Safe Routes to School. Because Safe Routes to School affects communities in so many ways, our legislative priorities include transportation, education, health, and the environment. In 2016, our advocacy at the federal level focused on implementation of the 2015 transportation law the FAST Act and monitoring states' progress on obligating the Transportation Alternative Program (TAP) funds for walking, biking, and Safe Routes to School projects. We successfully leveraged our network to urge USDOT to improve performance measures so that our transportation system's performance will be determined by the safety of the people using it, rather than the speed at which cars are moving. The revised performance measures set the expectation for all states that transportation is about more than roads and cars—it's about accessibility and safety of all users, whatever mode they prefer. And that will drive funding and spending decisions at the regional and local levels.

### State and Local Technical Assistance

Our advocacy work extends to the local level, where we provide technical assistance to communities to advance

walking, biking, and Safe Routes to School. As the Community Consortium Lead for the Voices for Healthy Kids initiative, we have had the opportunity to support campaigns promoting active places and healthy kids at the state and regional level. Our national task forces on equity, shared use, and safe routes to healthy food engaged and motivated leaders and contributed to strategic coordination and prioritization of policy endeavors.

### Regional Policy Advocacy

At the regional level, full-time regional policy managers worked in four metropolitan areas to increase funding and support for active transportation and healthy communities. In the Pacific Northwest, we worked with coalition partners to successfully win first-time funding for a regional Safe Routes to School program through Metro's Regional Flexible Funds in the Portland area. In California, we engaged in outreach and education efforts for the statewide Active Transportation Plan (ATP) Cycle 3 in the Bay Area and Southern California, and worked with state network partners to support equity, environmental justice, and climate bills that make progress toward a more effective and equitable transportation system. And in the Mid-Atlantic region, we served as an advocacy partner for the Washington, DC Vision Zero Strategic Plan goals around school siting, traffic safety data, and traffic safety curriculum.

## Improving Policies, Programs, and Infrastructure | 2016 Highlights

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### 2016 State Report Cards on Support for Walking, Bicycling, and Active Kids and Communities

We released the 2016 State Report Cards on Support for Walking, Bicycling, and Active Kids and Communities to make it easy to understand at a glance how states are doing in their support of walking, bicycling, and active kids and communities. The report cards primarily look at state policy and implementation of key public policies, but also include a few measures that summarize the reality on the ground for access to parks, sidewalks, and bike lanes. Each state is scored in four key areas: Complete Streets and Active Transportation, Safe Routes to School and Active Transportation Funding, Active Neighborhoods and Schools, and State Physical Activity Planning and Support.

In addition to the state report cards, this report included an overview of the research that supports walking, bicycling and physical activity as ways to improve health; discussion of the rationale for state-level report cards; a detailed explanation of how the states were graded; and reflections on the state of physical activity in different regions and our country as a whole.

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#### State Report Cards in Action in Minnesota

When the Minnesota Alliance of YMCAs first saw their state's report card, they were pleased to see how high it scored across all of the different areas. One of the few areas that Minnesota did not score high in was equity considerations in active transportation and Safe Routes to School funding. The Alliance decided to approach the state department of transportation to see how this could be addressed. As a result, the Alliance is partnering with the state DOT to make sure communities that have not applied for funding (primarily under resourced communities – communities of color and low income communities) are aware of funding opportunities and have the tools to apply. The Alliance has offered to host DOT workshops at the Y facilities and helps with transportation and child care for workshop participants.

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### Creating a Culture of Walking to School with Walking School Buses

Some of the most commonly cited factors influencing parents' decision to allow their children to walk or bike to school are distance, safety, and convenience. Walking school buses – organized groups of children walking to and from school with adult supervision, similar to a carpool system but on foot – have been successful at encouraging parents and children to walk together and ease concerns about traffic and personal safety. In 2016, we released Step By Step: How to Start a Walking School Bus At Your School, a toolkit designed for parents, educators, and community members who are interested in starting or strengthening a walking school bus program at their school.



## 2 Fighting For Equitable, Healthy, and Fair Streets and Communities

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Safe and convenient walking and bicycling are of profound importance for low-income communities and communities of color. Low-income Americans currently walk and bicycle more than upper-income Americans and the fastest growth in bicycling is occurring among people of color. At the same time, low-income communities are less likely to have sidewalks, bike lanes, crosswalks, street lighting, and other infrastructure that makes it safe and comfortable to walk or bike. Limited safe transportation options for low-income individuals and families can lead to injury and death, as well as restricted employment possibilities, missed doctors' appointments, low school attendance, and many other deleterious effects, and safe and convenient walking and bicycling are a significant piece of overcoming these challenges. In addition, there are many benefits of active transportation, particularly for health and air quality in low-income communities and communities of color. Our work is focused on ensuring that investments and policies are prioritized in communities that need them most to turn these inequities around.



### Connecting Food Access and Active Travel: Safe Routes to Healthy Food

While advocacy organizations may readily self-identify as interested in either food access or in active transportation, local communities don't always see the distinction between these issues. Communities often see the issues as interconnected, suggesting that our approach to solving it should be as well. Through our Safe Routes to Healthy Food initiative, we strive to help communities become places where it is easy for people to walk and bike safely to school, grocery stores, and other places of interest. In 2016, we convened a new Safe Routes to Healthy Food Task Force and began releasing materials and resources designed to advance safe routes to healthy food efforts, including hosting a webinar aimed at supporting communities in connecting people to places to buy and obtain food, as well as other places they want to go, such as parks, and health centers.

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*"I was impressed with how many Safe Routes to Healthy Food case studies there were, from across the U.S., in large cities, small cities, and rural areas. It made the case studies applicable to a wide audience, which should be done with all of these types of webinars."*

– Webinar attendee, Safe Routes to Healthy Food: Where Food Access and Active Travel Intersect

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### Fostering Conversation With #MoveEquity Tweetchats

In 2016, we hosted eight #MoveEquity tweetchats covering topics such as the effects of street harassment on walking and biking, the intersection of equity and law enforcement, Safe Routes to Healthy Food, making streets welcoming for people with disabilities, and making streets more equitable and fair through Vision Zero. More than 1,900 people contributed to the conversations with an estimated reach of over 6 million.



Not being able to walk, bike, or be active in your neighborhood is a social and environmental justice issue

#MoveEquity Tweetchat

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### Highlighting the Importance of Data: Safe Routes to School By the Numbers

Numbers and statistics matter for making sure kids are able to safely walk to and from school. They supply the perspective that helps us understand the larger context of our work and answer questions about whether pictures and stories of healthy, active kids are rare or common; whether our programs are reaching all kids or just a few; and which elements of our initiatives are really making a difference. Our Report, Safe Routes to School by the Numbers: Using Data to Foster Walking and Biking to School, is a primer for Safe Routes to School professionals on how data can be accessed and used in creating, improving, and expanding walking and biking programs. In addition, it assists government agencies, universities and researchers, private corporations, and other organizations in understanding how they can better support safe walking and bicycling and active communities by making their data usable and accessible.

Our partners provide expertise and support for advancing walking, bicycling, Safe Routes to School, and healthy communities across the country. We thank the more than 800 partner affiliates that are committed to supporting the movement for Safe Routes to School and healthy communities nationwide.





## Partnering With Purpose: Strength in Collaboration | 2016 Highlights

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### Connecting Partners and Allies at the Safe Routes to School National Conference

The 2016 Safe Routes to School National Conference, held in Columbus, Ohio, brought together more than 500 advocates and practitioners that are working at the local, regional, state and national level to make it safe, convenient, and fun for children to walk and bicycle safely to school.

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“I had a wonderful time at the conference. Thank you for all your hard work! I think Kevin Carol was one of my favorite conference speakers ever and the interactive workshops were amazing.”

“I really enjoyed the small town and rural area discussion. The room was packed, and so many people had questions. I think this demonstrates that these communities need more case studies, best practices, and guidance, because residents are interested in active transportation.”

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### Task Forces

Through three task forces – the National Active Transportation Diversity Task Force, the Shared Use Task Force, and the Safe Routes to Healthy Foods Task Force – we are strengthening relationships and building upon the expertise of our partners in health, social justice, environmental justice, community safety, and transportation sectors.

### Inspiring Active Schools with Fire Up Your Feet

The National Partnership's Fire Up Your Feet program offers partner schools an engaging, active opportunity to grow the movement for physical activity by encouraging families, students, and schools to be active before, during, and after school and in daily life. With support from local funders in select states and regions across the country, the Fire Up Your Feet Fall and Spring Activity Challenges present a fun and friendly way for students, parents, and school staff to motivate each other to be physically active. By tracking their activity during the Challenge, schools can earn cash awards to support walking, biking, and physical activity programs.

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“Fire Up Your Feet has allowed Morrow Elementary to move health and wellness from an agenda item to a part of their everyday routine. The funds have gone to develop and support "mileage club" activities for students, expand their "tool bank" for physical education and helped to fund their inaugural "Family Health Night" event last school year. Additionally, with the recognition that Fire Up Your Feet brings, Morrow has established a wellness committee made up of staff and also have arranged fitness classes for students and adults. Also, we deepened our relationship with Kaiser and with their help, installed an 1/8 mile walking track.”

- Feedback from Fire Up Your Feet participants at Morrow Elementary School in Morrow, GA

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# Ensuring Sustainability | Board and Financial Statements

## Board of Directors

### Risa Wilkerson, Board Chair

*Executive Director, Active Living By Design*

### Carol Goss, Vice Chair

*Fellow, Advanced Leadership Initiative, Harvard University*

### Ivey Allen, Board Member

*President of the Foundation for the Mid South*

### Alice Cahn, Board Member

*Consultant*

### Bonnie Nelson, Board Member

*Retired founder of Nelson\Nygaard Consulting Associates*

### Michael Payne, Board Member

*Consultant*

### Corey Wiggins, Board Member

*Director of the Hope Policy Institute*



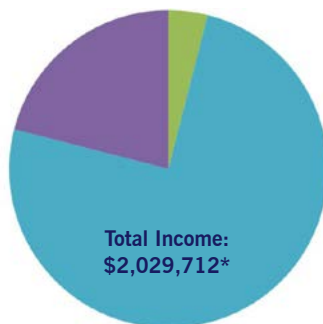
## 2016 Financial Statements

The National Partnership is generously supported by individuals, partners, corporations and foundations.

\*Expenses exceed total income due to the fluctuations from booking income when a grant is received rather than when the expenditures go out. The National Partnership had \$1,801,711 in income booked in prior years released from restrictions. We also had \$1,524,497 in 2016 income that is restricted for use in future years.

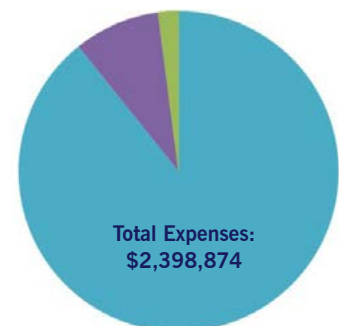
### Income by Class 2016

- Foundations (75%)
- Fee-for-service and individual support (21%)
- Corporations (4%)



### Expenses by Class 2016

- Program (89%)
- General & Administrative (9%)
- Fundraising (2%)



# Our Staff: Thank You



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**Michelle Lieberman**  
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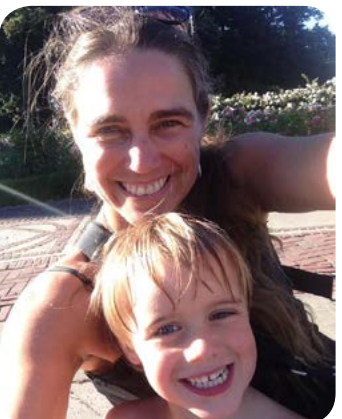
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