

REDWOOD MOBILITY EDUCATION PROGRAM

NON-INFRASTRUCTURE | ATP CY 1
Applicant: Humboldt County Dept. of Public Works



PROJECT SUMMARY

ATP PROJECT COST: \$600,000

The Redwood Mobility Education Program (RMEP) was sponsored by the Humboldt County Department of Health and Human Services - Public Health, Redwood Community Action Agency, and BikesThere, a local pedestrian and bicycle advocate group. The program aimed to increase walking and cycling in Eureka City Schools by incorporating middle school student mobility, community, and leadership education into the school day and afterschool programs.

RMEP developed an afterschool elementary through middle-school walking and bicycling curriculum and toolkit. Policy change was catalyzed by a middle school students' Photo Voice project presentation, which included the story of a student fatality, to the Eureka City Council who then implemented the Safer School Zone Act to extend school zones and reduce speed limits around seven schools in the city: 6 schools had speed limits reduced to 15 mph, 1 school had the speed limit reduced to 20 mph.

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Activities

RMEP provided training on civic engagement and opportunities for middle school students to make presentations to the community and elected officials on unsafe walking and bicycling issues they identified near Eureka City Schools.

Middle school youth led a walkability assessment, followed by a Photo Voice project, which concluded with a safety campaign called, the "Falcon Flyway," aimed at bringing awareness to students and parents about safe walking and bicycling routes to get to school.

A model roadway and intersection (20' x 20') as well as flashlights, reflective materials, and bike lights were available along with the curriculum to check out from the Humboldt County Office of Education.

Physical activity pledges, pedestrian and bicycle safety lessons, and support for regular Walk to School Day events were led at four elementary and one middle school.

Quick Facts

62

NUMBER OF STUDENTS GRADUATED FROM THREE SCHOOL BIKE CLUBS.

3

NUMBER OF BIKE CLUB TRAINING AND RESOURCE KITS WERE PROVIDED TO SCHOOL STAFF TO MAINTAIN OR START BIKE CLUBS.

20

NUMBER OF BIKE AND/OR WALK TO SCHOOL DAY EVENTS HELD AT THREE SCHOOLS.

3,125

Students and parents/caregivers that were reached through this program

NI Elements

E DUCATION

E NCOURAGEMENT

E NGINEERING

E QUITY

E VALUATION

Outcomes & Benefits

1. Increase in walking and biking to school.
2. Increase awareness of safety issues for students biking and walking to school.
3. Increase parent involvement in Safe Routes to School movement.
4. Increase bicycling knowledge and skills through in-depth bicycle safety hands-on trainings to all schools.
5. Decrease of car speeds around Eureka City Schools.

