Starting a Youth Education Program

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Illinois Bike Summit
October 19, 2016

Multi-Pronged Approach to Success

Safe Routes to School Program
School District Partnership
Bicycle Advocacy Groups
City Partnerships
Bicycle Friendly America Program
Smart Cycling Program
League of American Bicyclists
Certification

Champaign-Urbana SRTS

C-U SAFE ROUTES TO SCHOOL PROJECT
(C-U SRTS PROJECT)
www.cu-srtsproject.com

Elements of SRTS Programs
The 5 E’s

• Education
• Encouragement
• Enforcement
• Engineering
• Evaluation

Creating a SRTS Program

• 2003 began w/ Walk to School Day - 4 schools
• 2015 – most K-8 schools involved
• 4 Non-infrastructure SRTS grants awarded since 2007 (Total-$183,300)
• 2014 grant 20% local match provided by Urbana School District & CUMTD
• CUMTD provide staff support, funding, office space, bus ad space, and more

Partnerships

C-U Safe Routes to School Coalition
Members:
• Champaign-Urbana Mass Transit District
• Cities of Urbana & Champaign (Public Works/Police)
• C-U Public Health District
• Urbana and Champaign Schools
• Champaign County Bikes
• Urbana/Champaign Park District
• Healthy Champaign County

C-U SAFE ROUTES TO SCHOOL PROJECT (C-U SRTS PROJECT)
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Integrated SRTS Grant Apps

- City of Urbana & C-U SRTS integrated infrastructure/non-infrastructure grants
- Infrastructure – bike plan w/in 1.5 miles of UMS
- Non-Infrastructure – Boltage/Active4.me

Bike Rodeos

- Different groups/locations including:
  - At schools – both elementary and middle
  - At public events – farmer’s markets/concerts
  - Upon request - library, Playing It Safe Safety Fair

Active4Me (formerly Boltage)

Bicycling and walking incentive program:
- Students sign up on-line
- Counter reads 1 trip/day using activated card
- Prizes based on trips made/counted

SPLASH – Ready.Set.Bike!

- After school program at Urbana Middle School. Five to six classes 1.5 hours long.
- Students are supplied with:
  - Helmets
  - Bike locks
  - Bikes
  - Bike lights

Bike to School Day

Elementary Schools:
- Volunteers stationed at bike racks
- Bike to School Day backpack reflectors for riders

Middle School:
- Station with prizes and incentives
Summer Camp – Park District Classes

- 3 weeks, 3 days, 2-hours/day
- Integrated into existing program
- Closed park roads
- 3-4 students/instr.
- 50 kids total

Organized by Champaign County Bikes

Training Instructors

- SRTS grant
- Scholarships
- Recruitment
- Went from 4 instructors to 9
- Did not get teachers!

Youth Instructor Training

- LAB certification for teaching youth
- 4 hour training
- Affordable
- Lower time commitment
- Springfield Bicycle Club piloted

Social Media

- Facebook Page
- Website
- Twitter
- Use kids!

Take-Away’s & Lessons Learned

- Persistence! Start small and build program
- Strong partnerships
- Leverage other programs – BFA, Risk Watch, etc.
- Assess and reorganize – moving to Youth Instructor Certification to get teachers
- Have a vision, set goals!

Questions

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