LEVERAGING UNIQUE PARTNERSHIPS TO ADDRESS FINANCIAL CHALLENGES

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redefining our streets as places for people to build a culture of active living
PROJECT INTRODUCTION

TIMELINE

- **Fall 2017**: Data Collection & Evaluation
- **Spring 2018**: Educational Programming
- **Summer 2018**: Educational Programming
- **Fall 2018**: Quick Build Data Collection & Evaluation
- **Spring 2019**: Final Evaluation and Prepare Report
BLAST

KIDS ON BIKES

BICYCLE LESSON AND SAFETY TRAINING
HISTORY OF BIKEWALKKC IN NORTHEAST KC

SRITS TECHNICAL ASSISTANCE

SIDEWALKS AND SAFE ROUTES

0 - Sidewalk is not built or is completely deteriorated
1 - Poor (Significant cracks, heaving, or overgrowth that makes travel difficult)
2 - Fair (Some cracks, heaving or overgrowth. Path usable with some caution)
3 - Good (Some deterioration but path provides comfortable route overall)
4 - Very good (Very well maintained, providing very comfortable route)
5 - Brand new

Priority Safe Routes to School Corridor

SCHOOLS AND DESTINATIONS

- SRTS school site
- Other KCPS school
- Park

School attendance boundary
THE ACTIVITIES

YOUTH PROGRAMMING

GARFIELD ELEMENTARY

WHITTIER ELEMENTARY

GLADSTONE ELEMENTARY

JAMES ELEMENTARY
THE ACTIVITIES

BICYCLE LESSONS AND SAFETY TRAINING
THE ACTIVITIES

EARN A BIKE
THE ACTIVITIES

TOTAL PROGRAMMING SUMMARY

BLAST Participants: 678
Earn-a-Bike Participants: 61
Non-Riders Converted to Riders: 82
Bikes Distributed: 61
Helmets Distributed: 648
94% of parents indicated their child is more excited to ride a bike

92% of parents reported that their child rides a bike more often

90% of parents stated their child is more physically active after the Earn-A-Bike program
The Activities

Built Environment

Students
Families
Community Members
School Principals
School Staff
Parents
Neighborhood Organizations
Community Leaders
Partner Organizations

Intercept interviews
Presentations
Parent surveys

Back to School nights
Neighborhood association meetings
Northeast Chamber of Commerce presentations
Northeast Alliance Together (NEAT) coalition presentations
Farmer’s markets
Hosted parent engagement days
THE ACTIVITIES

TRAFFIC CALMING DEMONSTRATIONS
61 students joined Earn-a-Bike across all four schools and 57 opted to participate in the study.

“I ride a bike more because of Earn-a-Bike.”
-75% of students

“I am a much more confident bicyclist.”
-85% of students

“I can get more places on my bike.”
-73% of students

Students reported more positive attitudes and perceptions post Earn-a-Bike.
Students reported that they enjoyed cycling more, rode more, and wore helmets more often, following the completion of the Earn-a-Bike program.

The top reported reasons for participating in Earn-a-Bike were: “to learn how to take care of a bike” and “to learn more about bike safety.”

76% more time bicycling

Students spent 35% more time bicycling, following the completion of Earn-a-Bike.
QUICK-BUILD TRAFFIC CALMING EVALUATION

70% of survey respondents said they want the changes to be made permanent.

85% of survey respondents said they want more bike/ped safety improvements in the neighborhood.

23% more pedestrians were observed using intersections.

Rolling stops decreased by 9.4%.

Traffic calming did not deter or divert traffic. The same number of cars were counted before and after the demonstration.
SUMMARY

KEEP MOVING FORWARD

Strong existing community partnerships

Local research hospital

Local health-focused funders
THANK YOU