

MAY 2012



Missouri

Safe Routes to School State Coalition Progress Report

Overview

The Missouri Safe Routes to School Coalition brings together state leaders to remove barriers to walking and bicycling to and from school. The Coalition works to increase physical activity, ensure that federal SRTS funds are spent on quality projects, work to leverage additional state resources for SRTS initiatives, coordinate with SRTS groups nationwide, and advocate to remove barriers to walking and bicycling to schools through policy initiatives.

Organizer

State Coalition Organizers manage the daily operations of the Coalition and work with partners from around the state who are involved in health, equity, transportation, youth, environmental, and smart growth issues to develop and implement an action plan.

Honorary Chair of the Missouri Coalition is former mayor of Columbia and nationally recognized SRTS champion Darwin Hindman, (573) 449-5227, dhindman@socket.net.

The Missouri State Co-organizers for 2011-2012 were Brent Hugh, Executive Director of the Missouri Foundation for Bicycling and Walking, (816) 695-6736, missouri@saferoutespartnership.org, Sarah Shipley of the Missouri Foundation for Bicycling and Walking, (202) 577-7141, sarah_shipley20024@yahoo.com, and Eric Bunch of the Missouri Foundation for Bicycling and Walking, (573) 701-2492, eric.bunch@mobikefed.org.

Thanks to matching funds from the Missouri Foundation for Health, the Incarnate Word Foundation, U.S. Department of Health and Human Services' Region VII Office of Minority Health, Cross-Blue Shield of Kansas City, the Daughters of Charity Foundation of St. Louis, and the Lutheran Foundation of St. Louis, the State Coalition, who provided the funding to allow the additional two co-organizers to come on to the Missouri SRTS Coalition for 2011-2012.

How To Get Involved

The Coalition holds a telephone meeting every month, and Coalition action teams work to make changes to the policies listed below. If you are interested in participating in the Missouri Coalition, or want more information about it, contact the Coalition organizer listed above.

Partners

The Missouri Coalition includes over 120 organizations and agencies, all of which are working on SRTS state programs and policies. For a detailed list, go to:
<http://www.saferoutespartnership.org/missouri>.

Achievements

At the heart of the Coalition's effort is policy change—specifically working to remove policy barriers to walking and bicycling to schools by implementing complete streets, changing statewide school siting and other policies, and by implementing legislation that would result in funding or policy changes.

Achievements List

Below is a selected list of the major achievements of the Missouri Coalition from January 2010. For more information about these achievements, please contact the state Coalition organizer.

- **Underserved communities receive a far larger share of MoDOT SRTS funding in 2011—and further significant improvements are planned by MoDOT in 2012.** Since the Missouri Coalition was established, one of its primary goals has been to evaluate the amount of SRTS funding received by underserved communities and work to ensure that areas with high rates of poverty and high minority populations receive their fair share of Missouri's SRTS.

In Fall 2010, the Coalition's Underserved Communities Action Team completed an analysis of SRTS funding in Missouri, 2007-2010. This analysis revealed that schools with low income and those with high minority populations were receiving far less than their fair share of SRTS funding.

The Action Team developed a plan to address the situation. Team members met with the Missouri SRTS Coordinator, updated other Coalition members about the situation, and devoted one of the monthly Coalition meetings to the topic.

MoDOT planned a new SRTS funding round for spring 2011. Both MoDOT staff and Action Team members felt that an important contributing factor to the dearth of SRTS funding to underserved communities was the fact that underserved schools were putting in few applications for SRTS funding. For that reason, the Action Team and the MoDOT SRTS Coordinator made a special effort to reach out to these communities, encourage them to apply, and help them with the application process during the 2011 application round.

Prior to the application period, the SRTS Coordinator invites potential SRTS funding applicants to attend training at ten locations around Missouri. These are typically located in rural and suburban locations. The Coalition arranged for the Missouri SRTS Coordinator to give the SRTS Application Training to Coalition members via webinar, invited schools, local officials, and interested citizens to join the webinar, and made a special effort to invite schools and officials in underserved areas to participate. Several

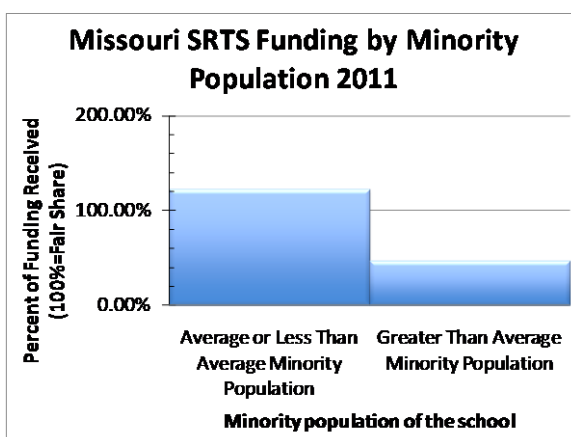
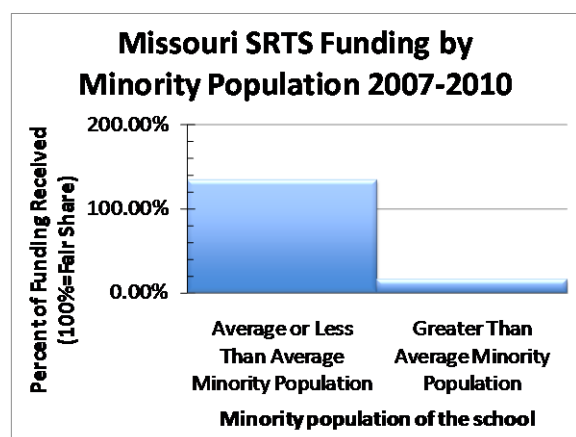
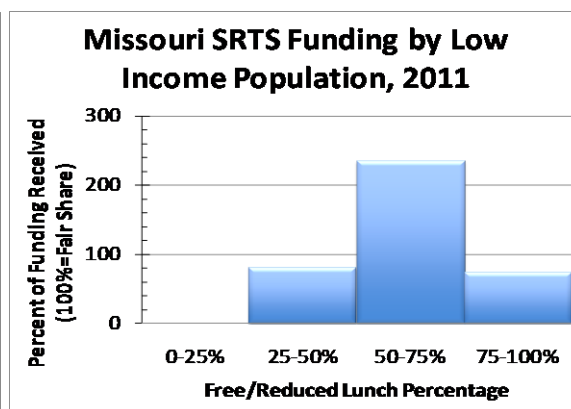
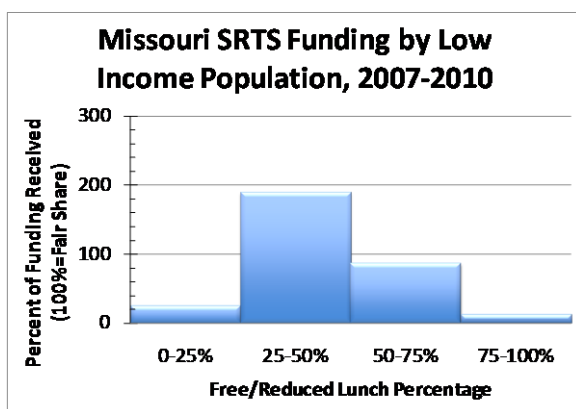


locations around the state held local meetings where a group of people participated in the webinar together and then worked together on their SRTS funding plans.

The result of this effort by MoDOT and by Coalition members has been a striking improvement in delivering SRTS funding to Underserved Communities in the 2011 funding round.

The following charts summarize the progress made in reaching both low-income and minority schools with SRTS funding. Highlights:

- 2007-2010, schools with 50% to 75% free and reduced lunch (FRL) students received only 87% of their fair share of funding (based on the percentage of students in schools in this category in the state as a whole). In 2011, they received nearly twice their fair share.
- Schools with 75% to 100% FRL made even more improvement--going from just 12% of their fair share to 75% in 2011.
- Schools with greater than average minority populations received just 17% of their fair share of SRTS funding 2007-2010. In 2011, that improved dramatically to 47%.



For both categories, a significant disparity still exists, particularly for those schools with the highest amount of low-income students and the highest percentage of minority students.

Still, Missouri's SRTS program made a very large amount of progress in this area in just one year, which is very encouraging. The result is that more of Missouri's SRTS funding is going to those populations and places that need it the most.

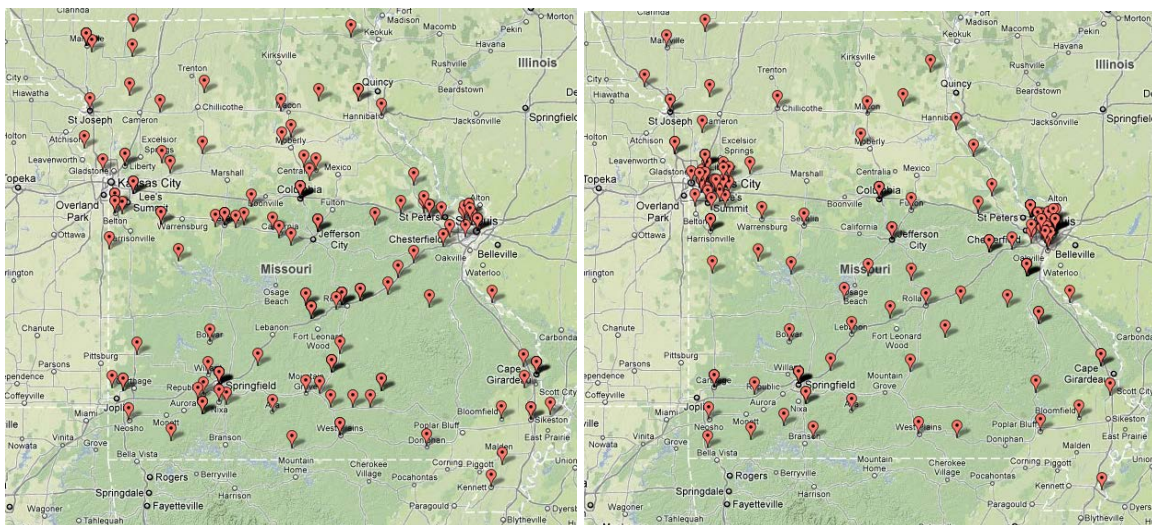
In addition, the new MoDOT Safe Routes to School Coordinator, hired Fall 2011, is aware of these problems and issues and is planning significant changes to the MoDOT SRTS funding and grants programs. Many of these changes will be designed to address the issues, such as funding inequity, that the Coalition and Coalition members have raised. The Coalition has a seat on the MoDOT SRTS Committee that will address the changes to the funding and grants program in 2012.

- **Underserved Communities--Geographical disparity in funding:** Among the issues discovered by the Underserved Communities Action Team is a strong geographic disparity in the distribution of Missouri's SRTS funding. Far less SRTS funding goes to the state's two largest metropolitan areas than is indicated by their share of the population.

This geographical disparity is one reason that low income and, particularly, minority populations have been receiving less than their fair share of SRTS funding. Low income and minority populations are concentrated in the large metropolitan areas.

The good news is that SRTS has been particularly effective in reaching small and rural towns in Missouri--areas that are particularly lacking in basic bicycle and pedestrian infrastructure and which, research indicates, have higher rates of obesity and lower rates of physical fitness as a result.

The map on the left shows locations of SRTS projects, 2007-2011. The map on the right shows the same number projects if they were distributed fairly according to each county's population:



- **Coalition presents key research, finding, and results at Safe Routes to School National Conference in Minneapolis, August 2011.** State Coalition Coordinators Brent Hugh, Sarah Shipley, and Eric Bunch presented the research into the distribution of Missouri's SRTS funding and the results the Coalition's research had in helping SRTS funding reach low-income and minority areas in the 2011 funding round.

The presentation also showed tools that other states can use to do a similar analysis. The research, recommendations, and results from the presentation are summarized online at <http://mobikefed.org/UnderservedCommunities>

- **Coalition plays key role in \$13 million in new funding for bicycle and pedestrian facilities:** Groups have been working with MoDOT for several years to encourage the agency to adopt a Complete Streets policy. This culminated in December 2009 when members of Missouri Bicycle & Pedestrian Federation and PedNet met with the MoDOT Chief Engineer (who has since become the MoDOT Director). At that meeting the Chief Engineer proposed that bicycle and pedestrian groups across the state work together to create a prioritized list of bicycle and pedestrian projects of statewide significance on the MoDOT system. We would then submit those projects to MoDOT, who would take the project ideas through their own planning process, create a prioritized list of bike/ped projects of statewide significance, find the funding in from their existing funding sources, and build the projects over the next five years or so.

This agreement was just being finalized and the details worked out at the time Missouri Safe Routes to School Coalition was being created in January 2010. The main organizations who had worked out the agreement became part of the Coalition. The Missouri Bicycle and Pedestrian Federation reached out to bicycle and pedestrian organizations across the state to encourage them to submit project ideas and create local teams that evaluated, scored, and prioritized the projects in their areas.

The Missouri SRTS Coalition Coordinator (who is also Executive Director of the Missouri Bicycle and Pedestrian Federation) took the lead in organizing and promoting the program and encouraging the submission of project ideas, organizing and training the 20 local teams across Missouri, creating the project scoring criteria, and coordinating and finalizing the submission, evaluation, and prioritization of the final list of 284 bicycle, pedestrian, and ADA project ideas.

Because the Missouri SRTS Coalition was involved, we made a high priority of projects that involved bicycle and pedestrian access to schools. We invited project submissions from members of the new Missouri SRTS Coalition and made projects that involved a significant route to school a priority in the scoring criteria. Sixty-four of the 284 submitted projects involved a school or significant route to school.

We submitted the list of 284 prioritized project ideas to MoDOT in April 2010. MoDOT then put the project ideas through their own process, working with their planning partners--metropolitan planning organizations, regional planning commissions, and municipalities across Missouri--to evaluate and refine the project ideas and create the best possible final list.

In March, 2011, MoDOT announced a list of 13 bicycle and pedestrian projects totalling \$13 million, from all parts of Missouri, and all based on the Priority Project List we submitted.

Ten of the thirteen projects involve a road passing a school or a significant route to school. Since all of these projects are on MoDOT roads--state or federal highways--they all involve adding significant bicycle and pedestrian facilities to roads that have been very difficult and dangerous for bicyclists and pedestrians. With the sidewalks, bike lanes, crosswalks, traffic signal improvements, trails, and other improvements outlined



in these 13 projects, the bicycle and pedestrian accessibility of these areas will be dramatically improved.

Best of all, MoDOT found a new source of funding for these projects--a statewide Enhancements fund that has previously been used only to build Missouri Welcome Centers for motorists. Now, thanks to the policy work of the SRTS Coalition and other bicycle and pedestrian groups around the state, half of this funding source--which totals about \$25 million every six years--will be used for bicycle and pedestrian projects.

The Missouri SRTS Coalition was very involved in working with MoDOT to create this project, taking the lead in organizing the project submissions and with local support from across the state, and finalizing the Priority Projects List that MoDOT used as the basis for this \$13 million in new projects.

- **Missouri SRTS Coalition Plays Key Role in Quadrupling the Number of Missouri Complete Streets since Spring 2010:** In 2000, Missouri had no Complete Streets policies, in 2005 three policies, in 2009, four policies, and today sixteen policies.

The Missouri SRTS Coalition has played a key role in this explosion of Complete Streets Policies in Missouri since the Coalition was formed in 2010. The Coalition brings together almost all of the key players in the Complete Streets movement in Missouri, including these members:

- Trailnet and the St. Louis Regional Bicycle Federation (St. Louis City Complete Streets Policy, June 2010)
- The Jefferson County Health Department, Missouri Foundation for Health, and Pednet (four new policies in Jefferson County, 2010)
- Missouri Livable Streets (Complete Streets advocacy trainings across Missouri in 2011, Complete Streets advocacy and technical manuals)
- The Missouri Bicycle & Pedestrian Federation (Complete Streets Resolution set to the pass the Missouri General Assembly, 2011)

Missouri SRTS Organizer Brent Hugh was directly involved in advising the Complete Streets advocates and meeting with city staff in Lee's Summit as they made Complete Streets one of the major goals of the city's strategic plan and worked to implement Complete Streets policies throughout the city's plans and projects. In August 2010, Lee's Summit passed one of the most thoroughgoing Complete Streets Resolutions in the nation.

Missouri SRTS Organizers Brent Hugh, Eric Bunch, and Sarah Shipley were all directly involved in the effort to promote Complete Streets in Kansas City, Missouri, and work closely with Kansas City, MO, Bicycle and Pedestrian Coordinator Deb Ridgway. In February 2011, Kansas City, Missouri adopted a Complete Streets Resolution and in April 2011, Kansas City, Missouri was named a Bronze Level Bicycle Friendly City.

In addition, Missouri SRTS Organizers Hugh, Bunch, and Shipley were very involved in the adoption of a thoroughgoing Complete Streets Policy by the Mid-America Regional Council (MARC).



Missouri SRTS Organizers Hugh and Bunch attended the Independence, Missouri, City Council meeting on June 6th, 2011, when Missouri's 16th Complete Streets Policy was adopted. Now five of the six largest cities in Missouri have Complete Streets policies: Kansas City (1st), St. Louis (2nd), Independence (4th), Columbia (5th), and Lee's Summit (6th). Springfield (3rd) has included Complete Streets as part of the city's long range planning process, which has nearly completed the formal adoption process.

Coalition member Missouri Bicycle and Pedestrian Federation has led the five year long effort to pass a statewide complete street legislation or resolution. Several other Coalition members provided key support for the effort. The Missouri Complete Streets Resolution, sponsored by Rep. Sally Faith of St. Charles, was finally passed and adopted by the Missouri General Assembly during the final week of the 2011 legislative session. Legislative Research is made official copies of the adopted Resolution to distribute to the Missouri Highways and Transportation Commission, all regional planning organizations in Missouri, the members of the Missouri Municipal League, and the U.S. Department of Transportation.

The result of these efforts has been a quadrupling of Complete Streets policies in Missouri in the past twelve months, from four policies to sixteen.

Now more than a 1.1 million Missourians live in cities with a Complete Streets policy, more than three million Missourians live in the area of a Metropolitan Planning Organization with a Complete Streets policy, and we have the first-ever officially adopted statewide statement of support for Complete Streets.

- **Bill passes to officially adopt Walk to School Day and Month into state holidays calendar:** Coalition member Missouri Bicycle and Pedestrian Federation, assisted by several other organizations that participate in the Coalition, led the effort to pass a bill adding Walk to School Day and Month, along with Bike Month, Walk to School Week, and Bike to Work Day into the official state holidays calendar. (The Coalition has no funding that allows it to do legislative work and so did not participate in drafting or supporting the legislation.) The bill, SB 180 sponsored by Senator Will Kraus of Lee's Summit, passed the Missouri General Assembly during the final week of the legislative session and has now been signed into law by Governor Jay Nixon.

The Coalition was able to use the new law as part of its outreach and promotion for 2011 International Walk to School Month and as part of the May 2012 launch of the first-ever Bike to School Day in Missouri.

- **For Walk to School Month 2011 (October), the Coalition created, released, and promoted an online, interactive Walk/Bike to School Savings Calculator.** The unique cost savings calculator helps individuals, families, communities, and schools calculate the true benefit of encouraging biking and walking. A school could use the information to calculate total cost savings to the entire school based on replacing some of the car or bus trips with bicycle and walking trips. The calculator received local, statewide, and national media and blog coverage, including mentions by MoDOT, the National Center for Biking and Walking, the Alliance for Biking and Walking, the National Safe Routes to School Partnership, Virginia, Maryland, New Jersey, and other state SRTS Coalitions, and even international coverage in eYugoslavia and Feet First/Walk to School New Zealand. The calculator page at <http://mobikefed.org/SavingsCalculator> has been visited over 2800 times.



- **Walk to School Day participation Quadruples from 2009 to 2011:** The number of Missouri schools report Walk to School Day events on the International Walk to School web site went from 15 in 2009 to 59 in 2011. The increase is due to both better reporting of existing events and the creation of new events--both the result of Coalition members working together in support of Walk to School events across Missouri. In 2010, Missouri Governor Jay Nixon issued a proclamation in support of Walk and Bicycle to School Month in Missouri that highlighted the work of the Safe Routes to School Partnership and the Missouri Safe Routes to School Coalition. In 2011, the General Assembly passed a new law officially addition International Walk to School Month to the state's holiday calendar.

To encourage participation in Walk to School Month 2011, The Communications Action Team created a packet of materials to distribute to all school districts and school administrators explaining the benefits of Walk to School Day and specifics about how to organize Walk to School Day.

The Missouri SRTS Coalition hosted several mutual aid calls for those interested in hosting a walk to school day event including a Coalition webinar featuring Kara Sergile, a walk to school visionary from Burbank, California. Sarah Shipley, Missouri SRTS Coalition Co-organizer established a regional Walk to School Day task force that met weekly thanks to the help of the Mid America Regional Council, the Kansas City MPO. Participation increased in 2011 by 15 schools.

Additionally, tangible results have come from the Coalition's efforts in promoting International Walk to School Day. Many schools are now seeking ways to make their events permanent fixtures in the community by introducing daily or weekly walking school buses.

Mid America Regional Council (Kansas City region) has made the Walk to School Day task force a permanent SRTS committee that will focus on local and regional policies. That task force is led by SRTS Coalition Organizer Sarah Shipley. This committee will also address the Safe Routes to School funding disparity for underserved communities within the region.

- **Coalition plays important role as Mid-America Regional Council adopts thoroughgoing Complete Streets Policy:** Missouri SRTS Organizers Brent Hugh, Sarah Shipley, and Eric Bunch have played an important role in the adoption of a new, comprehensive Complete Streets policy by the Mid-America Regional Council. Hugh is a member of MARC's Bicycle/Pedestrian Advisory Committee, Congestion Mitigation/Air Quality Committee (CMAQ), and Transportation Enhancements Committee (TE). Bunch, and Shipley attended numerous meetings and have met many times with MARC staff about bicycle and pedestrian issues.

Previous MARC long range plans had included sections dealing with bicycle and pedestrian issues but had not integrated these ideas into the general thinking about roads and transportation. In June 2010, MARC adopted a new Long Range plan. The Coalition and its allied organizations made the adoption of Complete Streets policies into the Long Range Plan one of our top priorities. The new long range plan, Transportation Outlook 2040 (<http://www.marc.org/2040/>) is the most thoroughgoing Complete Streets policy of any adopted in Missouri. Not only does the Transportation



Outlook 2040 adopt Complete Streets as one of seven primary goals for the long range plan, it integrates Complete Streets concepts into every section and almost every page. Scoring of projects now includes several items that directly score every project submitted for funding--not just specific bike/ped projects--by the standards of Complete Streets.

The result is a Complete Streets Policy that actually has teeth and sets the direction of projects and funding. Along with the written plan, a list of priority projects was adopted. These projects were rated and scored according to the new criteria. The result: nearly every project included Complete Streets elements. This is a complete turnaround from the project submitted in previous years, when it was rare for any project to include bicycle or pedestrian elements unless specific bicycle/pedestrian funding (CMAQ, TE, SRTS) was involved.

Thanks to this new policy, every federally funded project in the Kansas City metro area will now strongly consider the need for bicycle and pedestrian accommodation and almost all projects will actually include bicycle and pedestrian accommodation.

Now three metropolitan planning organizations in Missouri, covering over three million residents in Missouri and more than a million in Illinois and Kansas, have adopted Complete Streets policies.

Real-world Consequence—How Complete Streets has led to \$2 million in bike/ped improvements in Raytown: These new policies have important real-world consequences that change the policy and spending priorities of cities in ways that will make them far more health and livable. For example, as part of the new Complete Streets policy initiative, the Mid-America Regional Council applied for and received funding from the Greater Kansas City Health Care Foundation to work with the cities of Kansas City, MO, and Raytown, MO, to adopt Complete Streets policies and train staff on implementation of the policies. These new policies and training have led to a number of bicycle lanes, sidewalk, and crosswalk improvements, including successful application by the cities for a \$475,000 ARRA grant for installation of new sidewalks along Blue Ridge Cutoff on the boundary between Kansas City and Raytown.

In a recent SRTS Conference Call, John Benson, Raytown City Planner, identified over \$2 million in bicycle and pedestrian projects the city has funded with local and federal funds as a direct result of the city's focus on Complete Streets and creating bike/ped connectivity. More information at <http://mobikefed.org/2012/05/missouri-model-bikeped-success-making-raytown-bicycle-and-pedestrian-friendly-city>

- **Missouri's Complete Streets policies rank among the best in the U.S.; Coalition coordination and communication key to success:** In April the National Complete Streets Coalition released a major report ranking Complete Streets policies across the U.S.

In previous years, Missouri has had very few Complete Streets policies. Since the Coalition was formed in January, 2010, Missouri has seen an explosion of new Complete Streets policies in Missouri--the number of Missouri Complete Streets policies has tripled.



The report by the National Complete Streets Coalition confirms that not only does Missouri now have many Complete Streets policies, those policies are among the best in the nation.

Two Missouri Complete Streets policies--from Crystal City and Herculaneum--were listed in the top 15 Complete Streets policies in the U.S.

Several other policies were rated among the highest in their particular categories:

Complete Streets City Ordinance

- Crystal City, MO (1st, and one of the highest scoring of any policy of any type)
- Herculaneum, MO (2nd)
- DeSoto, MO (3rd)
- Ferguson, MO (11th)
- St. Louis, MO (12th)

Complete Streets City Resolution

- Lee's Summit, MO (2nd)

Complete Streets City Policy Adopted by Elected Board

- Festus, MO (3rd)

Complete Streets as part of a Metropolitan Planning Organization Plan

- Mid-America Regional Council (3rd)
- St Joseph Area Transportation Study Organization (4th)

Individuals and organizations involved in creating and passing nearly all of these plans have been members of the Missouri SRTS Coalition. In addition, Missouri SRTS Coalition organizers have helped promote the quality of Complete Streets policies in these ways:

- Complete Streets was the top priority Action Item of the Missouri Coalition
 - Discussion of Complete Streets, progress on Complete Streets, and Complete Streets best practices has been a frequent item of discussion on the SRTS Coalition listserv, facebook page, and in monthly meetings
 - Coalition Coordinator Hugh compiled a comprehensive list of Missouri Complete Streets policies and recommendations for Complete Streets in Missouri (<http://mobikefed.org/CompleteStreets>), provided technical assistance to a number of organizations and communities looking to create or write Complete Streets policies, and has spoken about Complete Streets and the Coalitions Complete Streets goals on many occasions.
- **Coalition helps CDC-funded Missouri Livable Streets program get off the ground to a running start:** When the Missouri SRTS Coalition adopted Complete Streets as its highest-priority Action Item early in 2010, one of the participating Coalition members was new Missouri Livable Streets Coordinator Tre Harris.

As the Action Team did its policy research and determined its goals, it became apparent that the most productive course of action was for the Coalition to support the work of Missouri Livable Streets. As a result, nearly all Missouri SRTS Complete Streets Action

Team members became members of the Missouri Livable Streets Advisory Committee when it was formed in spring 2010.

Bringing this experienced group of Advisory Committee members on board, who represented a broad range of interests and locations across Missouri, and who had recently completed thorough research on Complete Streets in Missouri as part of the SRTS Coalition, allowed Missouri Livable Streets to move forward at top speed.

In the past 17 months, Missouri Livable Streets, with the support of Coalition members and Missouri SRTS Coordinator Eric Bunch, have:

- Created a **Facebook page and web site** to promote Missouri Livable Streets
 - Created a **Missouri Livable Streets advocacy manual**--primary author Robert Johnson of Pednet (a Missouri SRTS Coalition partner) and with a large amount of input, advice, review, editing, and written contributions by Missouri SRTS Coordinators Hugh and Bunch
 - Created a **Missouri Livable Streets Advocacy Training** based on the manual, and with a great deal of input from Missouri SRTS Coordinators Hugh and Bunch
 - Presented **Missouri Livable Streets Advocacy Training to groups across Missouri**, including in Jefferson County, Boonville, Kirksville, Ozark, Raytown, St. Louis, Chillicothe, St. Louis, and Kansas City. Training sessions have already resulting in local residents and advocates working towards Complete Streets policies and grant applications to implement Complete Streets goals in a number of these locations.
 - Written and released a **Missouri Livable Streets Technical Manual**. Missouri SRTS Organizers Hugh and Bunch have provided significant input for this manual.
- **Kansas City, Missouri, named Bronze Level Bicycle Friendly City; Missouri now has 27 Bicycle Friendly Communities, Universities, Businesses compared with zero in 2008, three in 2009, and 17 in 2010:** April 30th, 2011, Kansas City, Missouri was named a bronze-level Bicycle Friendly Community in Missouri. Kansas City's turnaround--in 2008 the city ranked 50th of the 50 largest U.S. cities for bicycle commuting--is a story of a city going from worst to first in bicycle and pedestrian friendliness. The Missouri SRTS Coalition played an important role in the city's transition.

In 2008, after the city's low bicycle friendliness ranking was the subject of a BBC story, the Kansas City Mayor Funkhouser announced that he supported moving strongly for a complete turnaround by the city in its bicycle and pedestrian accommodation--"worst to first," in his words--and that the city was aiming for Platinum Level Bicycle Friendly City status by 2020.

In 2010 the Mayor joined the Missouri SRTS Coalition and his staff members were active members on many of the monthly calls and in Action Team meetings. The mayor rolled out a "Schools First" initiative heavily based on SRTS ideas.

In 2010, the city, in cooperation with MoDOT, held that grand opening of the first two bicycle/pedestrian friendly Missouri River bridges, projects that had long been supported by Missouri SRTS Coalition partners and Missouri SRTS Organizer Hugh.



In addition, the city received Health Care Foundation funding for a SRTS-focused program in one school district in the city; program staff have been active participants in the Coalition.

In summer 2010, Coalition Organizers Hugh, Bunch, and Shipley wrote an Advocacy Advance application to create a new metro-wide advocacy organization in Kansas City, Missouri/Kansas. Up to the point, Kansas City was the largest U.S. city without a dedicated bicycle/pedestrian advocacy organization. The application was approved in August 2010 and since then the organizers have played key roles in creating and organizing this new organization. The Advocacy Advance Grant (\$30,000) requires \$30,000 in local match; Coalition organizers have played a key role in raising the \$12,000 so far for that match.

In spring 2010, Coalition Organizers Hugh, Bunch, and Shipley assisted Kansas City, Missouri Bicycle/Pedestrian Coordinator Deb Ridgway in writing, editing, and compiling data for the Kansas City, Missouri, Bicycle Friendly City application.

Kansas City's Bronze Level award was received April 30th, 2011.

Missouri now has no less than 27 communities, universities, and businesses who have been recognized in the League of American Bicyclists' Bicycle Friendly Communities program--compared with zero in 2008.

Over 1.1 million Missourians now live in an officially designated Bicycle Friendly Community--compared with zero in 2008.

See <http://mobikefed.org/BicycleFriendlyMissouri>

Missouri SRTS Coalition staff have played a role in every one of the 27 Bicycle Friendly Awards that have been given in Missouri since the creation of the Coalition in 2011--either in encouraging application, giving technical assistance, reviewing applications, forming the committee or group that created the application, or reviewing the application.

- **New bicycle/pedestrian advocacy group forms in Kirksville:** KA-Motion, a new grass roots advocacy group to promote bicycling and walking in Kirksville, Missouri, has recently formed. The group has applied for grants to promote bicycling and walking in the city, worked with the city and MoDOT to improve bicycle and pedestrian safety, and worked towards a Complete Streets policy in the city. Missouri SRTS Organizer Brent Hugh has held numerous discussions with KA-Motion organizer Rachel Ruhlen to provide technical assistance in creating the organization, promoting membership, organizing advocacy campaigns, and applying for funding.
- **Bike/Ped Injuries in Missouri down by 1/3 since 2008:** As the graphs below show, both bicycle and pedestrian injuries have been declining steadily in Missouri since 1998. The number of injuries and fatalities continues to decline even as the amount of bicycling and walking has increased by 40-50% since 2000 (by our best estimate). This illustrates one of the best known facts in bicycle and pedestrian safety research: the more bicycling and walking there is, the safer it becomes (per mile or per trip) for everyone.

The Coalition's efforts to promote more bicycling and walking to school are part of this overall trend towards more, better, and safer bicycling and walking in Missouri.

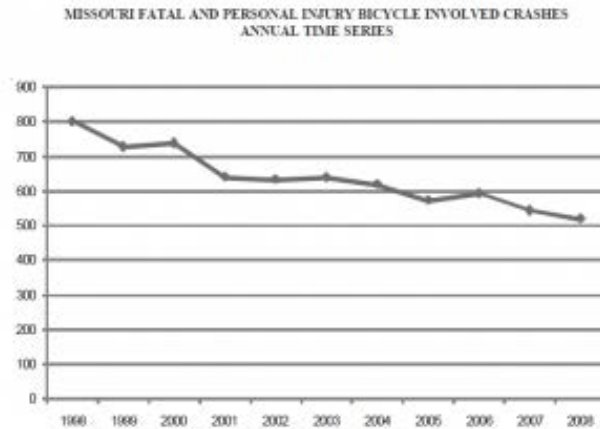


FIGURE 3.8.1

MISSOURI FATAL AND PERSONAL INJURY PEDESTRIAN INVOLVED CRASHES
ANNUAL TIME SERIES

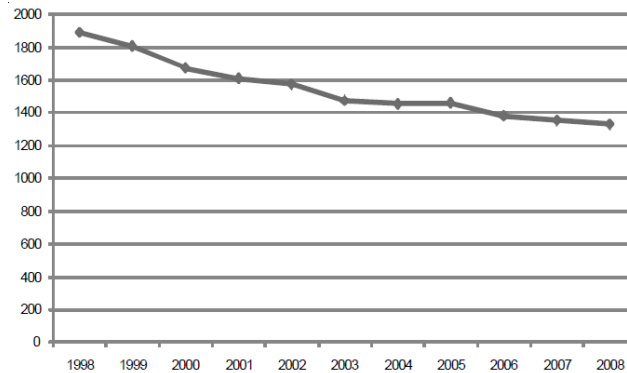


FIGURE 3.9.1

- **Reporting on the state of the SRTS program in Missouri:** Missouri's Safe Routes to School Program is relatively new. Summer and fall 2010 saw the first infrastructure projects funded by the MoDOT SRTS program complete and open to the public. This spring the Coalition has started to collect the first information about the success of these programs and projects--and the results are very promising indeed. Missouri SRTS funding is transforming communities, inspiring additional local, state, federal, and private funding, leading the improvement of policies, and changing attitudes about bicycling and walking.

Through a MoDOT grant for SRTS communications, the Coalition will be able to promote and publicize these SRTS success stories across Missouri over the next 18 months--inspiring other communities to follow the same path.

- **Bicycle/Pedestrian Curriculum & Large Scale Instruction:** Through the Missouri Foundation for Bicycling and Walking, the Coalition applied for and was awarded a MoDOT Safe Routes to School non-infrastructure grant to create a pilot program to take an intensive three-hour bicycle skills education class and program to encourage more students to bicycle to school, to thousands of Missouri students. The program actually puts students on bikes for the three hour, hands-on course, as this



type of hands-on instruction has proven to be far more effective in teaching bicycle handling and safety skills than classroom instructions. The course is designed so that this type of on-bicycle, hands-on instruction can easily be provided to every student in a given grade or school.

This program was rolled out in Winter-Spring 2012.

The program implements, as a pilot program, one of the goals of the Coalition: Creating better bicycle and pedestrian education and encouragement programs in Missouri schools.

- **School Bus Funding/Transportation Funding Formulas:** The Coalition convened an Action Team on this issue early in 2010, recognizing the potential of transportation funding decisions to impact how school districts approach trips to and from schools. School districts and the state of Missouri spend over \$400 million annually on school transportation.

Spring 2010, the Action Team requested and received a detailed analysis of existing Missouri Transportation Funding Formulas from the National Policy and Legal Analysis Coalition to Prevent Childhood Obesity (NPLAN). The analysis gives four specific policy changes the Missouri Coalition can work to implement, which will fundamentally change the culture and funding of school transportation to encourage and favor more bicycling and walking, rather than disincentivizing bicycling and walking, as current policies and funding does.

In 2011, the Coalition worked closely with Deborah Clink of DESE to better understand the state's system for funding school transportation. The Coalition developed a plan for implementing School Transportation Plans in schools and districts in Missouri that have the potential to fundamentally change the way schools and districts view transportation, and to include active transportation like bicycling and walking as an essential element of every school's and district's transportation plan.

- **Low-Income and Minority Communities:** Recognizing the need to ensure that the state Safe Routes to School program is reaching low-income and minority communities in Missouri, the Missouri Coalition convened an Action Team earlier in 2010 which continued work throughout 2011 and into 2012. These communities are specifically recognized in Executive Order 12898 and the U.S. Department of Transportation's objectives based on that order, one of which is, "To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations."

Key partners on this Action Team include: the state SRTS coordinator, The Whole Person, a Kansas-City based disability rights organization, a retired teacher from the Kansas City School District, and the Metro St. Louis Coalition for Equality.

Small Town Successes What the Action Team discovered is that Missouri SRTS Program has done an excellent job at reaching out to small, rural communities in Missouri. These communities are most often underserved by walking and bicycling facilities, lack local resources for building them, are underserved by federal funding programs, and include a high percentage of low income households.

Reaching out to these small communities in Missouri has been one of Missouri SRTS Program's great success stories. Many of these projects are now just completed or soon to be completed. Initial reports from cities like Maryville, Centralia, and Burlington Junction is that the new facilities are welcome in the communities and making a difference beyond just the walk to school.

Maryville The Maryville SRTS and Enhancements projects leveraged and greatly magnified the number of SRTS-related projects that could have been done with city funds alone. The city has now completed three projects when, according to the City Manager, the city would be struggling to complete even one project in the same time frame with only its own funds.

A new trail to the Middle School/High School complex, completed in Fall 2010, is used by students walking to school daily, but also by the track team, by neighbors, but townspeople visiting the schools for events, and recently by the High School marching band for a homecoming pep rally.

Middle School students have adopted the path to do trash clean up and are planning to add benches, trash cans, and flower plantings.

According to the leader of Nodaway County Trails, Inc., the SRTS angle was vital to the project's success "because no one can argue against the need for kids to walk to school safely" and the projects have transformed the attitude of the entire city to focus on healthy, outdoor recreation including bicycling, and walking facilities.

According to the City Manager, these projects have changed the community's attitude towards bicycling and walking projects. A few years ago, he says, in a community meeting with 40 people, about 38 would be opposed to the bike/ped projects. Now that the SRTS and Enhancements projects are in place and successful, that proportion has reversed, with the vast majority of citizens supporting bicycle and pedestrian projects.

Burlington Junction In Burlington Junction, where a new SRTS-funded sidewalk opened in time for the start of the 2010-2011 school year, a community member reported, "Students have walked up and down the highway for all these years. It's been very dangerous. I'm sure the sidewalk will be utilized by other citizens of the community who walk for their health. The sidewalk will provide much more safety now."

Community members walk to football games on the sidewalk and the sidewalk was recently used for a community drug prevention activity: "Students will have the opportunity to get some exercise on the 29th by using our Safe Routes to School sidewalk to trick-or-treat at the businesses in Burlington Jct. in groups. They will dress up in their Halloween costumes and carry the bags they are making in Guidance classes that display a drug-free theme."

Difficulty bringing SRTS to large cities, low income, and minority populations In contrast to the success in reaching small, rural communities with SRTS funding, the Action Team's research discovered that low income and minority populations overall, and particularly in the state's larger cities where population is concentrated, are clearly underserved by the current SRTS program.

Data shows that schools where 50% or more of students receive free or reduced lunch have received \$3.1 million in SRTS funding whereas they would have received \$4.4 million in SRTS funding if funding were distributed equally according to school population.

Schools with greater than 50% minority population have received \$0.4 million in SRTS funding whereas they would have received \$1.9 million in funding if funding were distributed equally according to school population.

Solutions The Low-Income Communities Action Team has met with local leaders to determine some of the barriers to funding in Missouri's low-income and minority communities and met the MoDOT Safe Routes to School Coordinator in December, 2010, to brainstorm ideas to address the situation.

The Coalition implemented one simple solution in February 2011: MoDOT currently has a round of SRTS funding open. The Missouri SRTS Coalition hosted a webinar featuring MoDOT SRTS Coordinator. The Coordinator gave a presentation about the SRTS program and how to apply for funding.

Several Coalition partners in underserved areas hosted group viewings of the webinar, inviting local school, city, and community representatives to view the webinar and start to work on their local SRTS applications.

The Coalition also worked to promote the SRTS funding round, the application support materials and webinar the Coalition developed, and the idea of applying for SRTS funding, particularly in underserved areas.

Several project applications are underway as the result of that webinar, and SRTS Coalition staff has assisted several schools and groups in underserved areas with their grant ideas and applications.

Result In the April 2011, funding application round for the MoDOT SRTS program, MoDOT received 120 applications, a record number. The final analysis of the applications is not available, but preliminary indications and a discussion with the MoDOT SRTS Coordinator indicate that more applications were received from underserved areas than in previous application rounds.

- **SRTS Communications:** The Coalition has worked to create lively monthly meetings with special guests sharing their expertise on topics of interest. The Coalition has created a Facebook page, Twitter account, monthly email newsletter list, and has its own Safe Routes to School web site with regular news and updates at MoSafeRoutes.org.

Some recent monthly meeting topics:

- May: Raytown—What one city has done to incorporate bicycling and walking
- April: Progress in incorporating SRTS into state education policy; First annual Bike to School Day, May 9th
- March: SRTS in the Active Living KC program
- February: National Bike to School Day, May 9th - how to organize a great event in your community



- **SRTS at Head Start:** In March 2011, SRTS Coalition Organizer Sarah Shipley made a SRTS presentation to Head Start of Kansas City. Head Start would like to create a curriculum and programs to incorporate SRTS concepts into the pedestrian safety training they are required to teach their pre-school students. This pilot program has the potential to be adopted by Head Start programs across the nation.
- **School Siting:** The Coalition has convened a School Siting Action Team and is working with key contacts from the National Trust for Historic Preservation to develop a strategy for Missouri. In June 2010 the Coalition held a webinar about school siting, preserving neighborhood schools, and the importance of these topics for creating walkable community schools.
- **Media Coverage:** Creation of the Missouri SRTS Coalition was covered in Kansas City infoZine, StLouisMo.com, the Kansas City MetroGreen newsletter, PedNet's newsletter, TrailNet Health, Active & Vibrant Communities blog, MoBikeFed News, the St Joseph News-Press, MoDOT's Express Lane newsletter, the MoDOT Minute video news report, and MoDOT's social media sites. The Coalition's involvement in the 2010 Walk to School Day was reported on the Treehugger blog and on Ozarks First/KOLR10. Walk to School Day 2011 received wide media coverage around Missouri,
- **Success Story--Columbia, Missouri:** Complete Streets policies are making a real difference in Missouri communities. One example is Columbia, which in 2004 adopted a Complete Streets ordinance, one of the first in the state. About the same time, Wal-Mart announced plans for a new Wal-Mart Supercenter across the street from Paxton Keeley Elementary School in Columbia. The store opened in October, 2006.

And as part of a condition of Wal-Mart's permitting, the store was required to fund pedestrian accommodations. The elementary school benefited from the addition of sidewalks, crosswalks and traffic signals on a busy state highway when a Wal-Mart built a new store at the corner Broadway and Fairview in Columbia, MO. The project added sidewalks, improved two key intersections with updated crosswalks and traffic signals, added a walkway behind Wal-Mart that gives access from Fairview Road to the school, and added bike lanes to a section of Fairview Road.

Paxton Keeley students who were formerly bused a short distance under hazard busing rules can now walk to school and PedNet organizes a Walking School Bus at the school.

Funds for this project came from the Wal-Mart corporation and MoDOT.

- **Building the Missouri SRTS Coalition:** Missouri has built a strong Coalition with over 120 organizations, agencies, and elected officials represented. We have convened twelve active Action Teams, each of which holds a monthly meeting to move forward their Action Items. Thanks to generous matching grants from the Missouri Foundation for Health, the Incarnate Word Foundation, and U.S. Department of Health and Human Services' Region VII Office of Minority Health together with a highly qualified volunteer staff members, we have been able to bring out three more staff members, each working about ¼ time, which allows us to more than double the amount of staff time dedicated to the Coalition. Starting Spring 2011, three MoDOT SRTS grants will allow the Coalition to dedicate even more staff time to promoting SRTS statewide and helping communities get ready to apply for SRTS funding.



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