We help people act now.

Jeanne LePage  
jlepage@ecoact.org  
(831) 515-1344

Elise Ehrheart  
eeehrheart@ecoact.org  
(831) 515-1324
The Plan

Our Programs

Why Walk Smart?

How Walk Smart came to be

Walk Smart’s first year in action

Lessons Learned – Program and Partnerships
Programs That Deliver

Our Programs

Delivering bike and walk programs programs in Santa Cruz County since 1987 and Monterey County since 2012. In 2016 we directly served 8,837 students.

Bike Smart!

Walk Smart!

Bike/Walk to School Day
Quick intro to program – but, what is it really?

Gateway to life time of safe riding habits
Why Walk Smart?

- High number of walking schools
- California has the country's highest number of pedestrian fatalities
- California OTS ranks Santa Cruz County 4th in the state for pedestrians younger than 15 years killed or injured
- Public Health had longstanding pedestrian education
Helping People Act Now

How Walk Smart came to be

• Piloted in 2016 in partnership with Public Health

• Institutional capacity to be creative – we proposed utilizing both our strengths

• Modeled off the success of Bike Smart and other pedestrian safety programs

• Funding – initial and today
  • Federal and State Active Transportation Program funds
  • Private and community foundations
  • Regional block grants
  • Tax measure (new 2017!)
Walk Smart Today

• Lifelong pedestrian safety classroom and on-the-sidewalk training
  • 40 minute presentation
  • 1.5 walking field trip

• Targets 2nd grade students

• Bilingual/bicultural

• To date served 1,800 students
Helping People Act Now

Lessons Learned

Program
• Moving away from technology
• Revising curriculum/activities to meet needs of multilingual classrooms
• Clear risk management policy
• Permission slips work
• Teaching parents & community at same time
• Need more crime/gang awareness

Partnerships
• Be sensitive to partner needs and continue to check in
• Create a MOU to clarify relationship
• Always credit all your partners!
• Be cognizant of expansion into other jurisdictions and how to navigate with partners
• Coordinate program delivery
Together we can make a world of difference. Thank you.
We help people act now.

Jeanne LePage
Jle page@ecoact.org
(831) 515-1344

Elise Ehrheart
eehrheart@ecoact.org
(831) 515-1324