Equitable & Active Transportation
San Mateo County Office of Education

Case Studies of Lessons Learned

Publicity and promotion
Urban versus rural in data
Language accommodations
Intergenerational outreach
Data with testimony
Sustainable programs

Successful Strategies
Persistence
Collaboration
Strategic outreach
Intersectional approach
Spanish translation
Data driven programs

Program Expansions

Walk Audits
• Securing funding.
• Engaging city, community, and school.
• Short term vs. long term recommendations.

Community Engagement
• Providing resources to established and trusted organizations.

Safe Routes Collaboration Across 60+ Local Organizations

Walk Audits
• Securing funding.
• Engaging city, community, and school.
• Short term vs. long term recommendations.

Community Engagement
• Providing resources to established and trusted organizations.

Strategic outreach
• Interconnected approach
• Spanish translation
• Data driven programs

San Mateo County
Collision report data collected by Heather Arata and Theresa Vallez-Kelly.

San Mateo County
Priority Public Elementary Schools Data Collection
• 3,000+ parent surveys collected to inform next year’s Safe Routes program.
• Transportation tallies taken in all classrooms at each priority public school.
• Pre- and post- tests given in classes where pedestrian safety curriculum was piloted.

Achievements

Office of Traffic Safety Grant
Priority Public Elementary Schools
• Partnered with 10 schools to promote safety to +3,000 students.
• Safety materials and education.
• Sustainable mode shifts.

Josephine Buchwald
Aspiring immigration attorney, BA in Spanish and History from Willamette University, former literacy intern with Salem Public Library, and research grant recipient at Willamette University.

Acknowledgements: