

King County Metro

**SAFE ROUTES TO SCHOOL TOOLKIT**

# EVALUATION

Measure and monitor progress toward a shared community goal and constantly improve program activities and messaging to better reach audiences.



Waiting on Approval

## STUDENT HAND TALLIES

Student hand tallies help determine how students travel to and from school by asking students to raise their hands if they arrived by specific transportation methods.

They are an important baseline for mode split and can also be used to track progress toward mode shift goals and evaluate the effectiveness of the SRTS program from year to year.

Hand tallies are generally required of state and federal SRTS grant recipients. Enter data into the National Center for SRTS's database to easily track data over time.

### BENEFITS

- ★ Provide data about mode choice on a typical day in a simple and well-tested fashion
- ★ Provide baseline and ongoing data to assess the effectiveness of education, encouragement, and other programs
- ★ Supply important information for grant applications and other Safe Routes to School Initiatives
- ★ Comply with a typical grant reporting requirement

Please refer to pages 81 - 83 of Appendix A for hand tally templates and letters that can be transmitted to principals and teachers who are tallying students. Refer to page 116 of Appendix B for additional information and resources for conducting hand tallies.



## PARENT SURVEYS

Parent surveys are a good tool to understand why families and/or students choose certain modes to get to and from school.

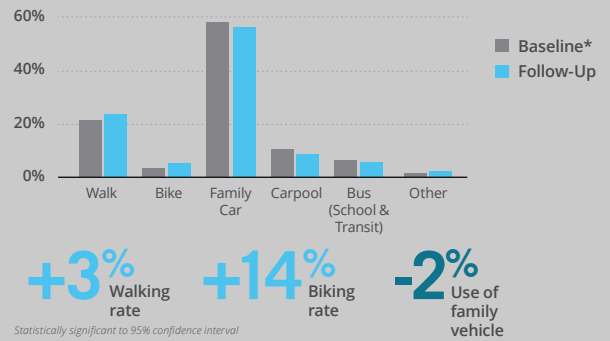
Parent surveys go beyond daily transportation patterns and ask parents about their attitudes and concerns around walking and biking to school, as well as whether they think walking and biking are fun, healthy, safe, or something they want to do more often.

### BENEFITS

- ★ Supply detailed travel and distance information to calculate environmental benefits from SRTS activities
- ★ Help assess existing program impacts and prioritize future program activities/focus areas
- ★ Engage families in a discussion of travel behavior
- ★ Support grant applications and other opportunities for funding
- ★ Help identify potential parent volunteers

Please refer to pages 84 - 87 of Appendix A parent survey templates in English and Spanish and page 117 of Appendix B for more information and resources on surveying parents.

#### MODE SHIFT



## EVENT TRACKING & EVALUATION

Keeping track of SRTS activities and evaluating individual events at a school can help program administrators focus on the most effective activities and events.

Track events by recording what events are being held at each participating school, how many people participated in a specific event or activity, what was the level of interests students and parents had in the event, and what was the reach of the event.

Evaluate events to determine if they affected students' travel habits or interest in walking or bicycling. Ask participants to complete a short survey after the event, asking how participants heard about the event, their typical travel modes, ways to improve the event, and attitudes about walking/biking before and after the event.

### BENEFITS

- ★ Helps assess and tailor the most effective activities and events for the community
- ★ Engages families and teachers in a discussion of travel behavior
- ★ Supports grant applications and other opportunities for funding
- ★ Helps identify potential parent volunteers



## SCHOOLPOOL DATA

SchoolPool is a way to help families share rides with other parents at the school. The online system provides data to administrators about the number of families signed up, who matched for trips, and which families are actually logging walking, biking, and carpooling trips.

The Calendar can be used to summarize the miles, cost savings, and carbon dioxide reductions among participants. This information can be used to determine whether outreach activities have increased sign-ups or encouraged families to try taking transportation alternatives.

A SchoolPool brochure is provided on page 69 of Appendix A that can be used to promote the program. See page 100 of Appendix B for more information about SchoolPool.