


Alameda County
Safe Routes to Schools Program

Presentation to Bicycle and Pedestrian
Advisory Committee
October 5, 2017

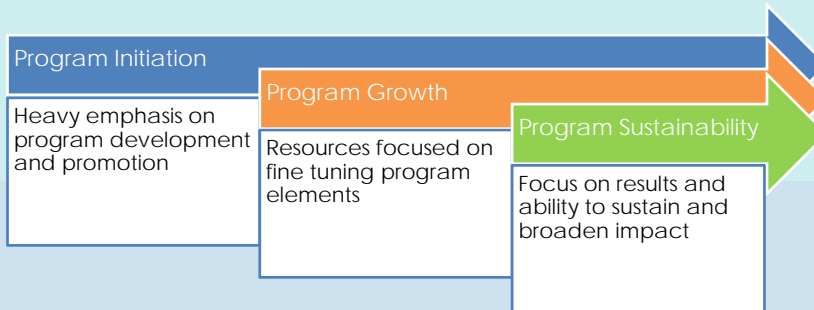


Presentation Overview

1. SR2S Program Overview
2. New SR2S Program Goals
3. New SR2S Implementation Structure
4. New SR2S Advisory Committees



Evolution of Alameda County SR2S Program



SR2S Desired Program Outcomes

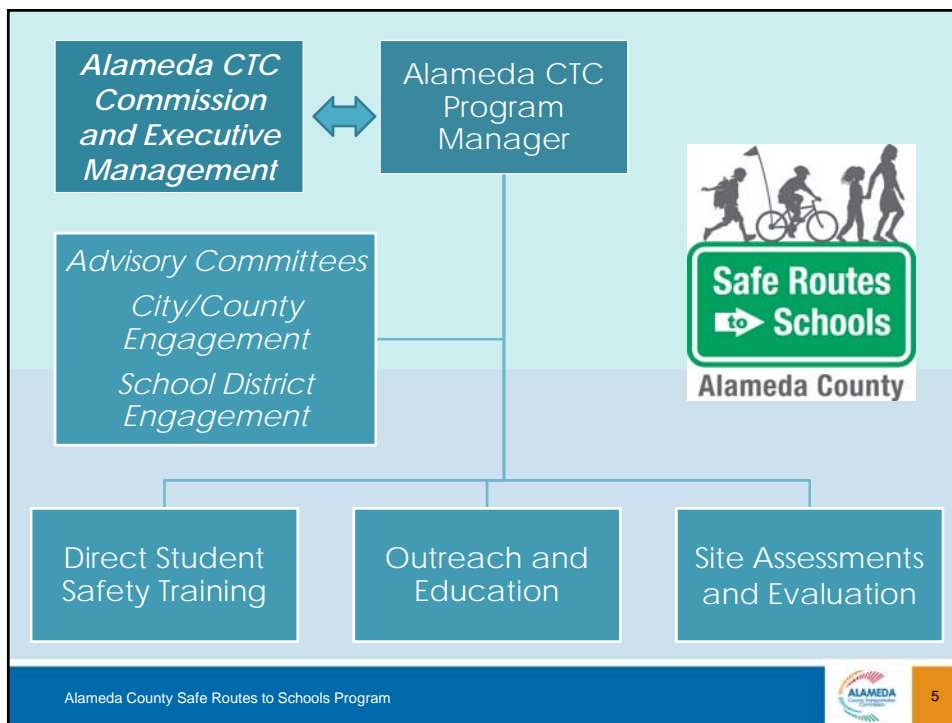
- **Increase Mode Shift:** Increase use of active and green transportation modes (biking, walking, taking transit, and carpooling) to travel to school by promoting walking, bicycling, and use of transit as viable, everyday transportation options.



- **Increase Safety:** Decrease incidence of collisions, increase student and parent confidence in safe walking/bicycling/transit riding abilities, and increase safe multimodal access to schools by promoting safe pedestrian/bicycling behaviors through hands-on training.

SR2S Program Delivery Goals

1. Provide a **comprehensive and equitable** program in a fiscally responsible manner.
2. Develop core program where **every student** has access to age-appropriate bike/ped safety training.
3. Establish and maintain **strong, effective partnerships** to foster program sustainability.
4. Support **improvements to the built environment** near schools to improve access and increase safety.
5. Encourage adoption of Safe Routes to Schools **policies and curriculum** by schools.
6. Continuous program **evaluation** so that it is context sensitive and allows for program improvement.
7. Engage **parents** as transportation "decision-makers"



Education and Outreach — Toole Design Group (with TransForm)

- SR2S program implementation support for schools
 - *Site coordinators (TransForm)*
 - *Integrate SR2S program into schools through policies, curriculum, and teacher/school staff training*
- Communication and engagement strategies
 - *Parent and Partner engagement plans*
 - *Refinement of the Online Resource Center*
 - *Support Alameda CTC in creating Advisory Committees*
- Develop strategies to sustain and expand program to reach all students in Alameda County
 - *Deliver program equitably and efficiently*

Direct Student Safety Training — Alta Planning + Design

- Bicycle and pedestrian safety training
- School support for walking school buses and bike trains
- Mobile bike repair and education using BikeMobile
- School educational assemblies and videos
- Activity improvement/new activity development
- Subconsultants:
 - *Safe Moves – ped safety education*
 - *Cycles of Change – bike safety education*
 - *Local Motion – BikeMobile*
 - *Bay Area Children's Theater – assemblies*
 - *Social Dynamism – videography*



Site Assessments & Program Evaluation — Alta Planning + Design

- School Site Assessments
 - *Developing strategy for 2017-18 school year*
 - *Track assessment completion and implementation progress*
 - *Ensure partners have ready access to site assessments*
- Data collection, mapping, and analysis
 - *Collect and analyze all necessary data, including student travel mode, partner surveys, etc.*
 - *Conduct mapping and other analysis to support strategic program implementation*
- Program Evaluation
- Technical assistance to jurisdictions and districts to fund and implement site assessments, including grant support

Advisory Committees

- Foster partnerships and provide opportunity for strategic input
- Build off of successful, existing committees
- Help guide local program implementation



Advisory Committees

- Develop a new advisory committee strategy and structure
 - *Per planning area*
 - *City & county staff participation is vital*
 - *Other possible partners include elected officials, school district staff, school leadership, local law enforcement, public health staff, advocacy groups*
- Implement new advisory committees in 2018

Questions?

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