



Alameda County Safe Routes to Schools Program

Planning, Policy and Legislation Committee Meeting
March 12, 2018

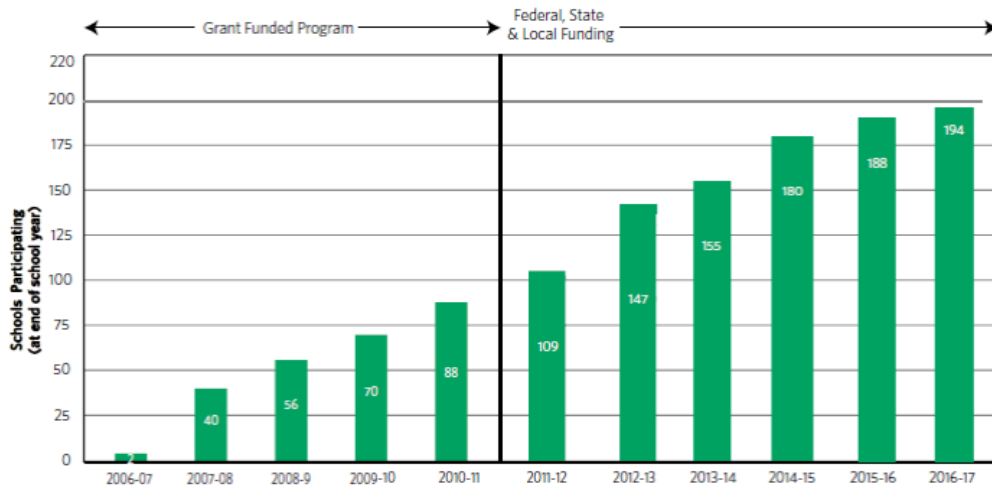


Overview and Recommendation

- Receive an update
 - Background
 - 2017-2018 Program Update
- Approve and authorize Amendment No. 1 to Professional Services Agreements



Background | ALAMEDA COUNTY SR2S PROGRAM GROWTH



ALAMEDA COUNTY SAFE ROUTES TO SCHOOLS PROGRAM

3

Background | EVOLUTION OF SR2S PROGRAM

Program Initiation

Heavy emphasis on program development and promotion

Program Growth

Resources focused on fine tuning program elements

Program Sustainability

Focus on results and ability to sustain and broaden impact



ALAMEDA COUNTY SAFE ROUTES TO SCHOOLS PROGRAM

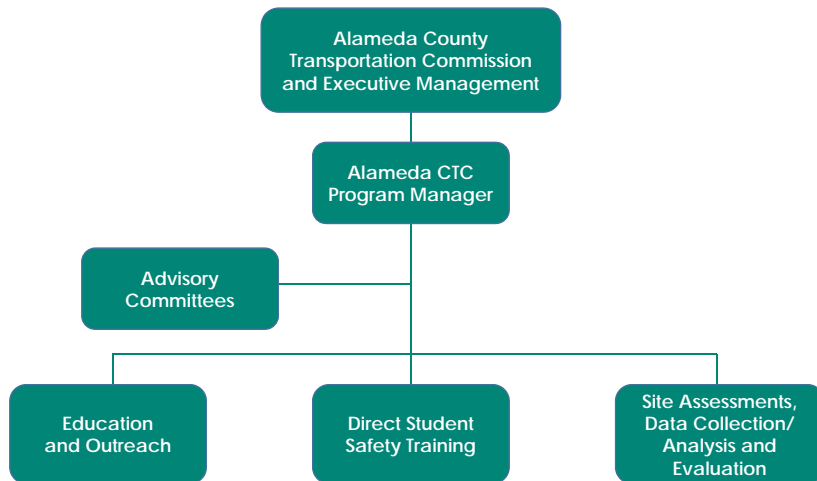
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Background | COMMISSION ACTION

- In 2017, the Commission adopted a new framework to balance outreach with a new focus on direct student training and infrastructure.
- SR2S Program Principles
 - **Every student** in Alameda County shall have access to SR2S activities
 - SR2S **program liaisons** are integral
 - **Safe Infrastructure** is critical (i.e. bike lanes, crosswalks)
 - **Performance measures** will feed into a process of continuous improvement.
 - Expansion and sustainability of SR2S program requires establishing effective **partnerships**.
 - **Parent engagement** is key to the success in shifting to “green” transportation modes.



Background | NEW PROGRAM IMPLEMENTATION STRUCTURE



Background | NEW PROGRAM IMPLEMENTATION STRUCTURE

Outreach and Education	Direct Student Safety Training	Site Assessments, Data Collection/ Analysis and Evaluation
<ul style="list-style-type: none"> • School site support • Recruitment • Encouragement events • Outreach • Communications 	<ul style="list-style-type: none"> • Pedestrian education • Bicyclist education • BikeMobile • Walk and Roll assemblies • Walking school buses and bike trains • Educational videos 	<ul style="list-style-type: none"> • School safety assessments • Program evaluation • Data collection • Data analysis • Technical support • Mapping



Background | SR2S PROGRAM GOALS

1. Provide a **comprehensive, equitable** program in a fiscally responsible manner
2. Develop a core program where **every student** has access to age-appropriate bike/pedestrian 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** within schools
6. **Evaluate** SR2S program at school level, so that it is context-sensitive and will allow the program to adjust
7. Engage **parents** as transportation “decision makers”



Background | SR2S DESIRED PROGRAM OUTCOMES

Increase Mode Shift	Increase Safety
<ul style="list-style-type: none">• Increase use of active and green transportation modes to travel to school<ul style="list-style-type: none">➢ Biking➢ Walking➢ Taking transit➢ Carpooling• Promote walking, bicycling and use of transit as viable, everyday transportation options	<ul style="list-style-type: none">• Increase safe pedestrian and bicycling behaviors• Decrease incidence of collisions• Increase student and parent confidence in safe walking/bicycling/transit riding abilities• Provide safe multimodal access to schools



Goal Achievement | REINFORCING A STRONG FOUNDATION

Goal 1. Provide a comprehensive and equitable program

- Schools' database clean-up
 - Ensuring accurate information
 - Identifying data gaps
 - Collecting new data

Goal 2. Develop a core program where every student has access to training

- Scheduling guidelines and protocols
- Increasing program structure via a school enrollment package
- Tailored implementation plans and programming sequencing
- Access Safe Routes Pilot Program



Goal Achievement | ACCESS SAFE ROUTES PILOT PROGRAM

Ensuring all schools in the county have access to SR2S programming

- Encourage greater SR2S program participation of under-resourced schools in the near-term.
- Understand how to build sustainable programs at under-resourced schools in the long-term.
- Deepen our understanding of effective methods and strategies to engage with and get results in schools.
- Implement lessons-learned countywide during the 2018-2019 school year.



Goal Achievement | BUILDING SUSTAINABILITY

Goal 3. Establish and maintain strong, effective partnerships

- Local partners coordination meetings
 - Fall and winter
- County Office of Education and School District Outreach
 - Spring



Goal Achievement | FOCUS ON INFRASTRUCTURE

Goal 4. Support improvements to the built environment

- Improving site assessment process
- Increasing coordination
- Developing mini-grant program



Goal Achievement | BUILDING SUSTAINABILITY

Goal 5. Encourage adoption of SR2S policies and curriculum

- Conducting an assessment of existing SR2S-supportive policies



Goal Achievement | PERFORMANCE MEASURES

Goal 6. Continuous program evaluation

- Identified data gaps and needs
- Established two-year evaluation cycle



Goal 7. Engage parents

- Communications Plan
- Back-to-school communications



Goal Achievement | FOCUS ON SAFETY

Rail Safety Education Program Element

- Spring 2018 rail safety education efforts
 - Coordination with Operation Lifesaver
 - School site coordinator outreach to schools
 - Deliver training to schools currently enrolled in SR2S
 - School safety assessments
- 2018-19 school year efforts
 - Partner with Operation Lifesaver
 - School site coordinator training
 - Kick-off event during Rail Safety Week in September
- Office of Traffic Safety grant



Recommendation

Approve and authorize the Executive Director to execute Amendment No. 1 to Professional Services Agreement Nos.:

- **A17-0075 with Alta Planning + Design, Inc.** for an additional \$1,800,000 for a total not-to-exceed amount of \$2,700,000 for Direct Student Safety Training services and a two-year time extension;
- **A17-0076 with Alta Planning + Design, Inc.** for an additional \$850,000 for a total not-to-exceed amount of \$1,230,753 for School Site Assessments, Data Collection and Analysis and Program Evaluation services and a two-year time extension; and
- **A17-0077 with Toole Design Group, LLC** for an additional \$1,840,000 for a total not-to-exceed amount of \$2,745,075 for Education and Outreach services and a two-year time extension.



Thank You

For more information, visit https://www.alamedactc.org/app_pages/view/8070

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