


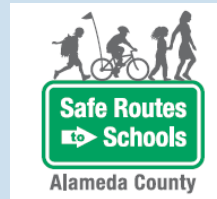
Alameda County  
Safe Routes to Schools Program

A Presentation by  
Tess Lengyel, Deputy Executive Director of Planning and Policy  
October 2016



## Presentation Overview

- Alameda County Safe Routes to Schools Program growth and evolution
- Recommendation for Amendment 3 to Professional Services Agreement No. A13-0001



## 5 E's of Safe Routes to Schools Programs

- Education
- Encouragement
- Enforcement
- Engineering
- Evaluation



## Alameda County Program Elements

- Open to all schools in Alameda County
  - *No longer have competitive application process*
  - *Multi-pronged support system to allow schools to tailor program to their needs*
  - *Tiered recognition program*
  - *Free education & encouragement programs*
  - *Free safety items*
- Focus on safety through School Site Assessments
  - *Provided 30 site assessments in 2015-2016, up from 8 or less per prior years*
  - *Targeting 40 site assessments in 2016-2017 school year*
  - *Data-driven approach to prioritizing schools*



## Elementary and Middle School Programming

- Countywide Events
  - *International Walk and Roll to School Day*
  - *Golden Sneaker Contest*
  - *Bike to School Day*
- Enhancing Safety and maintaining enthusiasm throughout the year
  - *Rock the Block Theatre Show teaching bike and pedestrian safety*
  - *Bike and Pedestrian Safety Rodeos*
  - *BikeMobile visits*
  - *Walking School Buses and Bike Trains*
  - *Monthly Themed Walk & Roll to School Days*

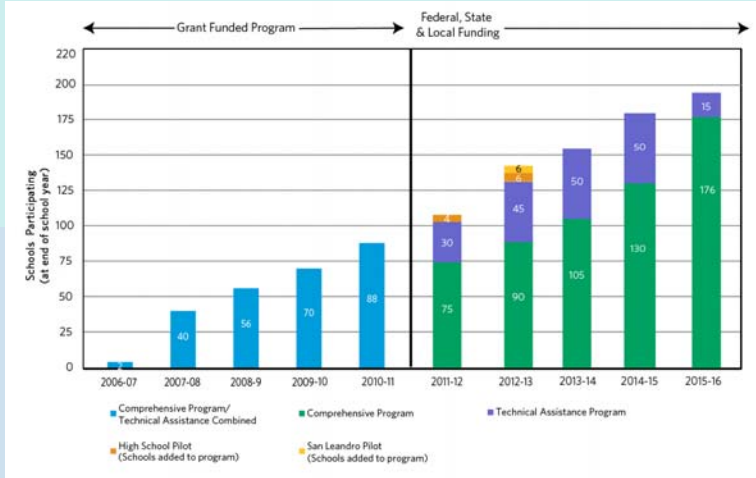


## High School Program

- One of few formal high school programs in nation
- SR2S implemented with a class or club at each school
- Youth Task Force
  - *Representatives from each high school meet monthly at Alameda CTC*
  - *Plan together for the SR2S events at their schools*

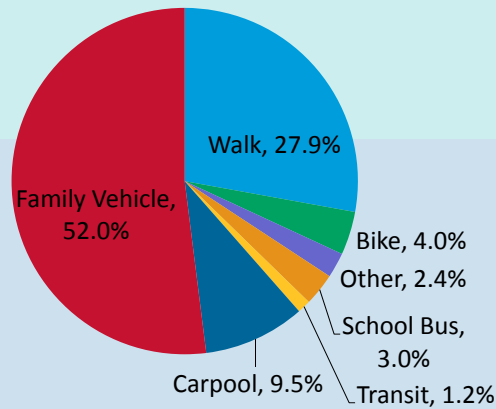


# Alameda County Program Growth

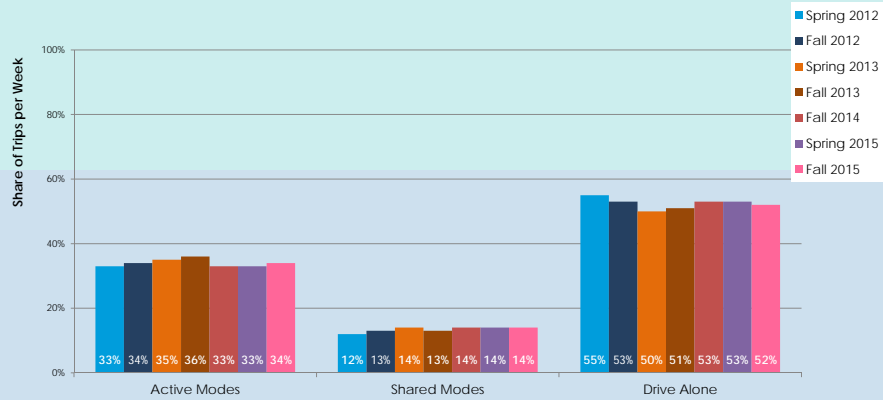


# Countywide Mode Split Fall 2015 Schools Participating in Alameda County SR2S Program

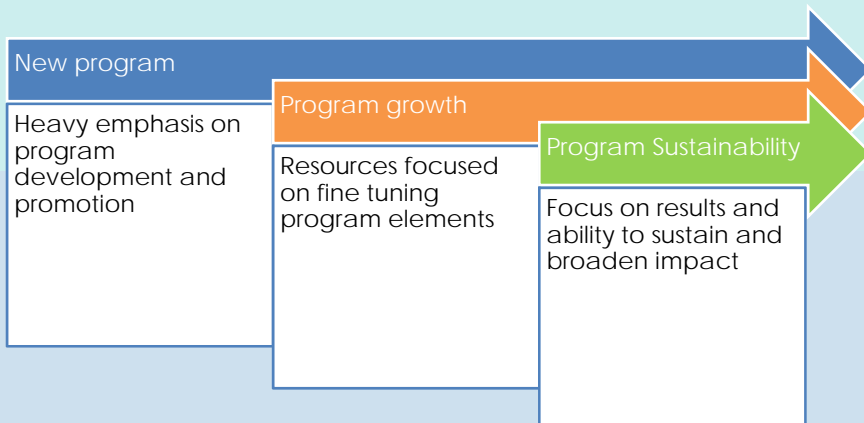
- Based on student hand tally data



## Mode Shift: Trending in the Right Direction



## Program Growth and Evolution



## Program Evolution

- Innovation has been key to program's success
- Increase focus on capital improvements
  - *Increase number of site assessments*
  - *\$1.3M available in CIP*
  - *Addresses one of the biggest barriers to mode shift as expressed by parents in surveys*
- Increase amount of direct safety education and training for students and families
  - *SR2S participation allows more children to benefit from safety training and education*
    - Rock the block, Drive your Bike, Bike and Pedestrian Rodeos, Bikemobile visits, etc.

## Alameda County Program Administration

- 2006 through 2011 funded with Measure B grant funds
- 2010 MTC acted to support Safe Routes to Schools programs with federal funds
- 2011 Alameda CTC put out consultant contract for competitive bid and performs on-going program administration

# Alameda County Program Contracts

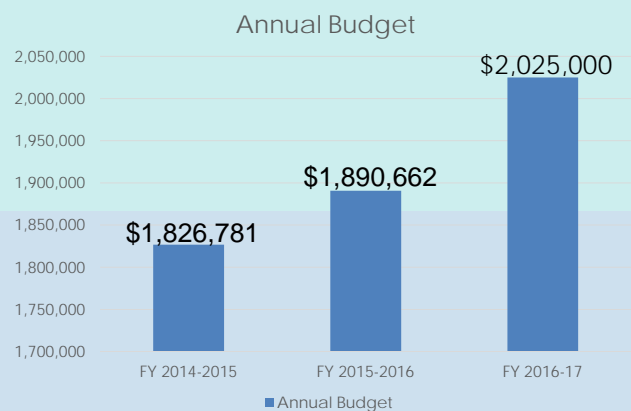
## Contract 1

- Alta Planning and Design
- Two Year Contract: \$2.3 M

## Contract 2

- Three year (11/2013 – 6/2016): \$4.6 M
  - Amendment #1 additional \$600,000
  - Amendment #2 time extension to 6/2017
- Amendment #3 additional \$1.48 M for total of \$6,680,000
- Uses all federally obligated funding under OBAG Cycle 1 funds and newly identified TFCA funds (subject to PPC and Commission approval)

# Alameda County Program Annual Budget





## Recommendation:

Approve and authorize the Executive Director to execute Amendment No. 3 to Professional Services Agreement No. A13-0001 with Alta Planning + Design, Inc. for an additional \$1,480,000 for a total not-to exceed amount of \$6,680,000 for project implementation of the Safe Routes to School Program.

**Option 1:** Program \$100,000 of proposed FY 2016-2017 budget for Safety Line Item that includes direct student safety training and site assessments

**Option 2:** Program \$100,000 of proposed FY 2016-2017 budget to a specific subconsultant contract or activity