


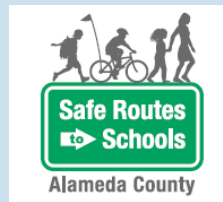
Alameda County
Safe Routes to Schools Program

A Presentation by
Cathleen Sullivan, Principal Transportation Planner
January 2017

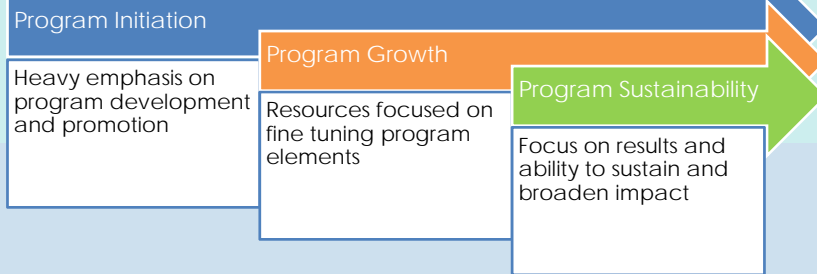


Presentation Overview

- Safe Routes to Schools Program Overview
- Program Goals and Principles
- Program Framework



Evolution & Growth of SR2S Program



Alameda CTC Program Activities

Major Program Activities 2015-2016

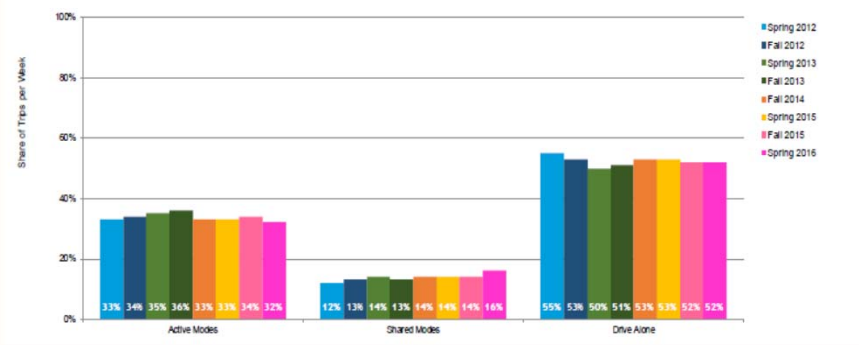
	Activity/Event	Elementary	Middle	High	Total
Countywide Activities**	International Walk & Roll to School Day	110	22	7	139
	Golden Sneaker Contest	60	14	10	84
	Bike to School Day	88	19	11	118
	BikeMobile Visits*	69	16	17	102
School-Specific Activities**	Walk and Roll to School Days/ Events	159	1	N/A	160
	Walking School Bus	3	N/A	N/A	3
	Bike Rodeos	16	N/A	N/A	16
	Pedestrian Rodeos	16	N/A	N/A	16
	Drive Your Bike Program	N/A	15	4	19
	School Site Assessment	19	8	3	30
	Rock the Block Assembly	43	N/A	N/A	43
	Cocoa for Carpool's (high school event only)	N/A	N/A	9	9

*The BikeMobile, in addition to visiting schools, also makes visits to community events
 **Some activities are specific to elementary, middle, or high school age groups



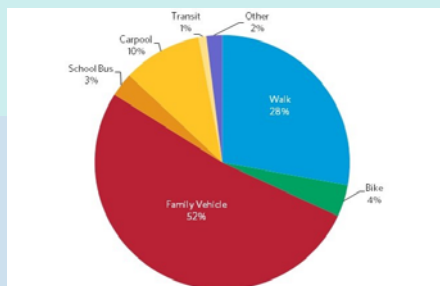
Alameda CTC Program Evaluation: Mode Share Shift 2012-2016

Figure 9 Countywide Mode Split for All Schools in SR2S Program, Spring 2012 to Spring 2016

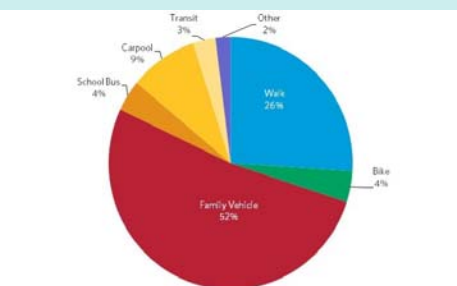


Alameda CTC Program Evaluation: Mode Share Shift 2015-2016 School year

No change in trips made by Family Vehicle



Fall 2015 hand tally



Spring 2016 hand tally

Research and Outreach

- MTC Bay Area SR2S Program Evaluation
- CMA meeting
- Marin County SR2S Program Evaluation
- ACTAC survey
- School District survey
- School champion survey



Bay Area SR2S Programs

- Wide variety of implementation strategies/agencies
- Most leverage funding beyond federal funds from MTC

County	Administering Agency
Alameda	Alameda CTC
Contra Costa (3 programs)	511 Contra Costa, Contra Costa Health Services, Street Smarts San Ramon Valley
Marin	Transportation Authority Marin
Napa	Napa County Office of Education
San Francisco	San Francisco Department of Health
San Mateo	San Mateo County Office of Education
Santa Clara (distributed through competitive grant)	Santa Clara County Public Health Department, Cities of Mountain View, Palo Alto, San Jose, and Santa Clara
Solano	Solano Transportation Authority
Sonoma	Sonoma County Department of Health, City of Petaluma, and Town of Windsor



MTC Bay Area SR2S Program Evaluation- Lessons Learned

- Most effective activities at increasing mode shift:
 - *On-going activities, rather than one-time events*
 - *Walking school bus and bike train programs*
 - *Frequent walk and roll days*
- Parents' positive perceptions of walking and biking correlated with a higher mode shift.
- Higher rates of crashes near the school deter families from walking and biking

MTC Bay Area SR2S Program Evaluation- Lessons Learned (*continued*)

- Task forces, when they include the right partners, can be powerful in building support
- Establishing partnerships with organizations with similar goals are important to leverage resources (e.g. bike coalitions, public health organizations)
- School staff turnover is universal challenge to SR2S program implementation
- Micro-grants for small, low-cost, easy-to-implement infrastructure improvements are helpful



Survey Results

- ACTAC
 - *Received 15 responses (100% response rate)*
 - *High interaction with site assessments*
 - *Site assessments are working well*
 - *Support increased funding for capital improvements*
- School Champion (*parents, teachers, volunteers*)
 - *Received 70 responses (44% response rate)*
 - *Support expressed for site coordinator staff*
 - *Biggest obstacles: lack of parent support and time*
 - *Reasons for not walking/biking to school: convenience, poor driving behavior near schools, safety concerns*
 - *Suggested program improvements: infrastructure improvements, better parent communication/training, and more volunteer support*

Survey Results (*continued*)

- School District
 - *5 responses (38% response rate)*
 - *4 out of 5 had SR2S supportive policies*
 - *Safety education and BikeMobile visits considered the best at improving safety*
 - *On-going walk and roll days and countywide events were the best at getting students to take other modes to school.*



SR2S Program Future

- New Program Principles
- New Program Goals
- New Program Framework



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.



SR2S Program Goals

1. Provide **comprehensive**, equitable program in 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**
4. Support **improvements to 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 program to adjust
7. Engage **parents** as transportation "decision maker"

SR2S Program Principles & Goals – ACTAC input

- Focus on effective education and encouragement activities
- Involve cities and county and school districts in infrastructure improvements
- Encourage adoption of SR2S policies at School Districts, not only schools
- Involvement of School Boards and Districts is critical
- Arterials can be a barrier; look at making improvements that can benefit multiple schools and designating safe shared routes

Framework Options

- **In-house**
 - *SR2S staffing would be done by Alameda CTC staff*
 - *Still includes procurement for two contracts (direct safety training and site assessments)*
- **Pass-through**
 - *SR2S federal funding passed through to local jurisdictions*
- **Program Management**
 - *Increased oversight and strategic direction by Alameda CTC*
 - *2 contracts and 1 "on-call services" contract*
 - Contract 1: Site Assessments, Data collection, and Evaluation
 - Contract 2: SR2S School Outreach and Education
 - On-call Services: Direct safety training activities

In-house Option

- **Alameda CTC Staff role:** Provides all SR2S education/outreach staffing
 - *Would require 8-10 new Alameda CTC staff members*
 - *Direct safety training and site assessments would continue to be administered through separate contracts*
- **Benefits**
 - *Would allow Alameda CTC to directly influence program implementation*
- **Challenges**
 - *Would not allow staffing resources to flex to meet varying demands of the program (i.e. some parts of the year are busier than others)*
 - *Utilizes an very high level of agency resources for single program*
 - *More costly than if contracted out*

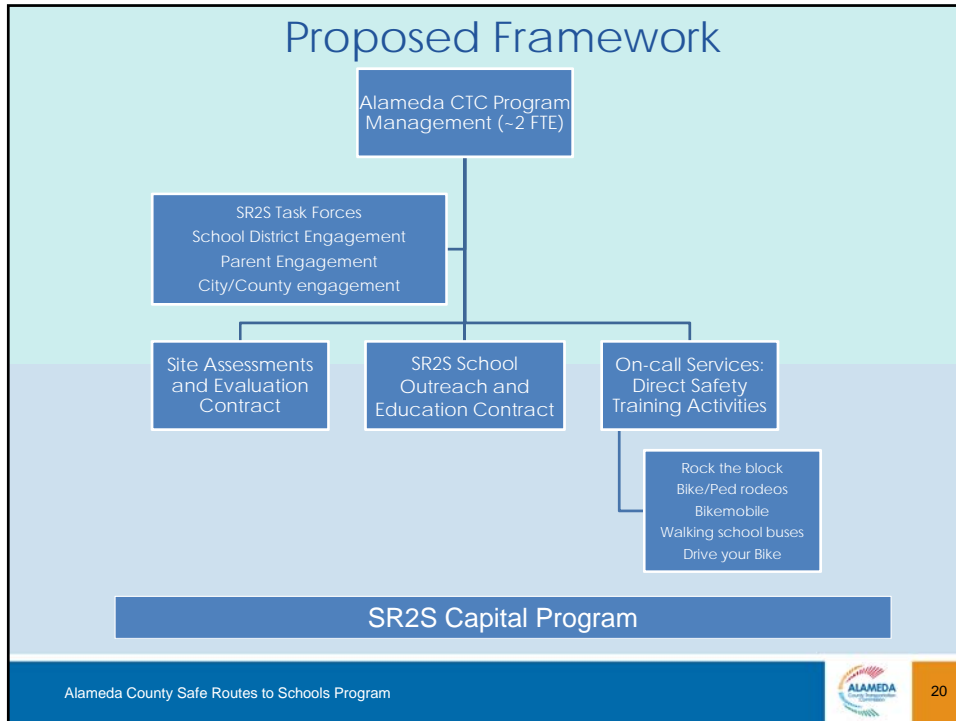
Pass-through Option

- **Alameda CTC staff role:** Programming staff pass on federal SR2S funds to local jurisdictions
- **Benefits**
 - *Minimal on-going Alameda CTC staffing resources*
 - *Allows local jurisdictions to control program priorities*
- **Challenges**
 - *MTC SR2S evaluation report recommends against this due to increased administration costs*
 - *Loss of economies of scale, making it difficult for jurisdictions to be able to fund similar scale of activities*
 - *City boundaries do not always align with school districts*
 - *Could lead to vast disparities in SR2S programming within Alameda County*

Program Management Option


Recommended

- **Alameda CTC staff role:** Program Manager provides strategic direction and takes active role in high-level SR2S implementation activities
 - *Would require 1 – 2 new Alameda CTC staff members*
 - *Manages 2 contracts and 1 “on-call services” contract*
- **Benefits**
 - *Allows Alameda CTC to provide oversight, strategic direction, and resource distribution for countywide program*
 - *Multiple contracts allow for effective evaluation and increased direct communication with consultant team members*
- **Challenges**
 - *Multiple contracts increase staff time somewhat*



Next Steps

- January 2017
 - *Commission approval of Principles, Goals, and Framework*
- February 2017
 - *Commission approval to release RFP(s)*
- March 2017
 - *RFP (s) released*
- 2nd Quarter 2017
 - *Commission approval of 2018 CIP*
- July 1, 2017
 - *New SR2S contract(s) will begin*



Alameda County Safe Routes to Schools Program 21

Recommendation

- Approve Program Principles
- Approve Program Goals
- Approve recommended Program Management Option for SR2S Framework

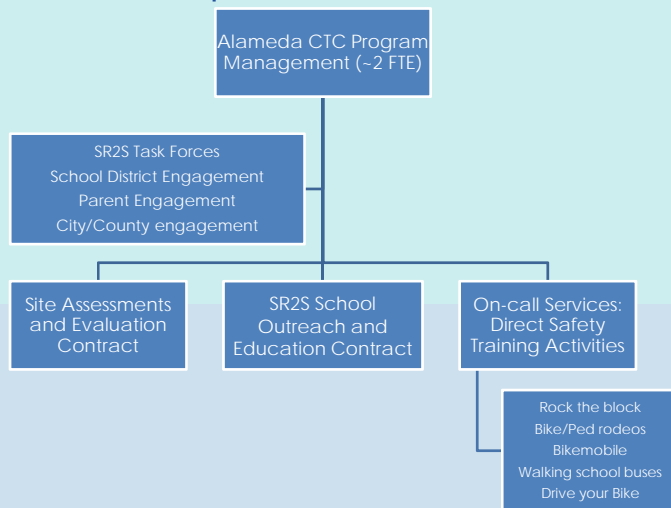
SR2S Program Principles

- Every student in Alameda County shall have access to SR2S activities that **effectively** educate and encourage the use of green modes of transportation to school (biking, walking, carpooling, transit, etc.)
- SR2S program liaisons to support schools in program implementation is an integral component of the Alameda CTC program
- Safe Infrastructure is critical to the success of SR2S educational and encouragement activities and requires partnership with cities, **county, and school districts**
- Performance measures for the SR2S program will be comprehensive and context-sensitive and evaluation results will feed into a process of continuous improvement.
- Expansion and sustainability of a robust SR2S program requires establishing and maintain effective partnerships
- Effective engagement with parents as “decision-makers” is key to the success in shifting to “green” transportation modes.

SR2S Program Goals

- Provide a comprehensive and equitable program throughout Alameda County in a fiscally responsible manner
- Develop a core program that will allow every student in Alameda County to have access to age-appropriate bike/pedestrian safety training
- Establish and maintain strong, effective partnerships throughout the county in order to leverage program expansion and sustainability
- Support improvements to the built environment near schools that allow for better access and increase safety
- Encourage the adoption of Safe Routes to Schools policies and curriculum within schools **and school districts**
- Evaluate the SR2S program at the school level so that it is context sensitive and will allow the program to adjust to address what is learned during the evaluation process
- Engage parents as the transportation mode "decision maker"

Proposed Framework



SR2S Capital Program

This page intentionally left blank