Presentation Overview

- Safe Routes to Schools Program Overview
- Program Goals and Principles
- Program Framework
Evolution & Growth 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 CTC Program Activities

<table>
<thead>
<tr>
<th>Major Program Activities 2015-2016</th>
<th>Activity/Event</th>
<th>Elementary</th>
<th>Middle</th>
<th>High</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Countywide Activities*</td>
<td>International Walk &amp; Roll to School Day</td>
<td>110</td>
<td>22</td>
<td>7</td>
<td>139</td>
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<tr>
<td></td>
<td>Golden Sneaker Contest</td>
<td>60</td>
<td>14</td>
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<td>Bike to School Day</td>
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<td>19</td>
<td>11</td>
<td>118</td>
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<td></td>
<td>BikeMobile Visit*</td>
<td>69</td>
<td>16</td>
<td>17</td>
<td>102</td>
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<td></td>
<td>Walk and Roll to School Day Events</td>
<td>159</td>
<td>1</td>
<td>N/A</td>
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<tr>
<td></td>
<td>Walking School Bus</td>
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<td>N/A</td>
<td>N/A</td>
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<td></td>
<td>BikeRodeo</td>
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<td>N/A</td>
<td>N/A</td>
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<td></td>
<td>Pedestrian Rodeo</td>
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<td></td>
<td>Drive Your Bike Program</td>
<td>N/A</td>
<td>15</td>
<td>4</td>
<td>19</td>
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<td></td>
<td>School Site Assessment</td>
<td>19</td>
<td>8</td>
<td>3</td>
<td>30</td>
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<td>Rock the Block Assembly</td>
<td>43</td>
<td>N/A</td>
<td>N/A</td>
<td>43</td>
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<tr>
<td></td>
<td>Coop for Campside (high school event only)</td>
<td>N/A</td>
<td>N/A</td>
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<td>9</td>
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</tbody>
</table>

*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

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

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

Alameda CTC Program Management (~2 FTE)

SR2S Task Forces
- School District Engagement
- Parent Engagement
- City/County engagement

Site Assessments and Evaluation Contract

SR2S School Outreach and Education Contract

On-call Services: Direct Safety Training Activities
- Rock the block
- Bike/Ped rodeos
- Bikemobile
- Walking school buses
- Drive your Bike

SR2S Capital Program

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
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

- Alameda CTC Program Management (~2 FTE)
- SR2S Task Forces
  - School District Engagement
  - Parent Engagement
  - City/County engagement
- Site Assessments and Evaluation Contact
- SR2S School Outreach and Education Contract
- On-call Services: Direct Safety Training Activities
  - Rock the block
  - Bike/Ped rodeos
  - Bikemobile
  - Walking school buses
  - Drive your Bike
- SR2S Capital Program
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