Presentation Overview

- Overview of Schedule
- Program Goals, Principles, and Framework
- Overview of RFPs
- Discussion
Overview of Schedule

- December 2016
  - Commission approved programming of funds to SR2S Program
- January 2017
  - Commission approved SR2S 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

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”

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**Approved Framework**

- **Alameda CTC Program Management**
- **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**
SR2S Program Outcomes

- Increased use of active and green transportation modes to access schools (biking, walking, carpooling, and taking transit)

Contract 1: Site Assessments, Data, and Program Evaluation

- School Site Assessments
  - Conduct approximately 30 per year
  - Track assessment completion and progress towards implementation
  - 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

- Evaluation: Develop process and conduct evaluation
- Technical assistance to jurisdictions and districts to fund and implement site assessments, including grant support
Contract 2: Education and Outreach

- SR2S program implementation support for schools
  - School outreach and recruitment
  - Integrate SR2S program into schools through policies, curriculum, and teacher/school staff training
  - Events: International Walk and Roll to School Day, Golden Sneaker Contest, Bike to School Day

- Communication and engagement strategies
  - Parent and Partner engagement plans
  - Refinement of the Online Resource Center
  - Support Alameda CTC staff in leading task forces

- Develop strategies to sustain and expand program to reach all schools in Alameda County
  - Deliver program equitably and efficiently

Contract 3: Direct Safety Training

- Bicycle safety training
- Pedestrian safety training
- Support for schools to institute walking school buses and bike trains

- Mobile bike repair and education using BikeMobile
- School educational assemblies and productions (e.g. theater shows)
Recommendation

• Authorize release of RFPs for Alameda County SR2S program implementation
• Authorize Executive Director or designee to negotiate and execute all agreements for Alameda County SR2S program implementation