


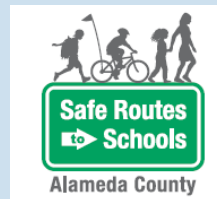
Alameda County
Safe Routes to Schools Program

A Presentation by
Tess Lengyel, Deputy Executive Director of Planning and Policy
September 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 year*
 - *Targeting 40 site assessments in 2016-2017 school year*
 - *Data-driven approach to prioritizing schools*

Expanded Resources

- Resource Center available online
 - *Toolkits for all major events and SR2S activities*
 - *Request forms for SR2S resources*
 - *Tips and best practices*
- Focus on taskforce meetings for in-person support
- Site Coordinators provide support tailored to a school's specific needs



Leveraging Opportunities

- Coordination with other programs
 - *Affordable Student Transit Pass Pilot Program*
 - *CIP funding to implement small school site infrastructure improvements: \$1.3M available in 2017/2018*
 - *Site Assessments can enable schools and cities to get ready to apply for Active Transportation Funds*

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*

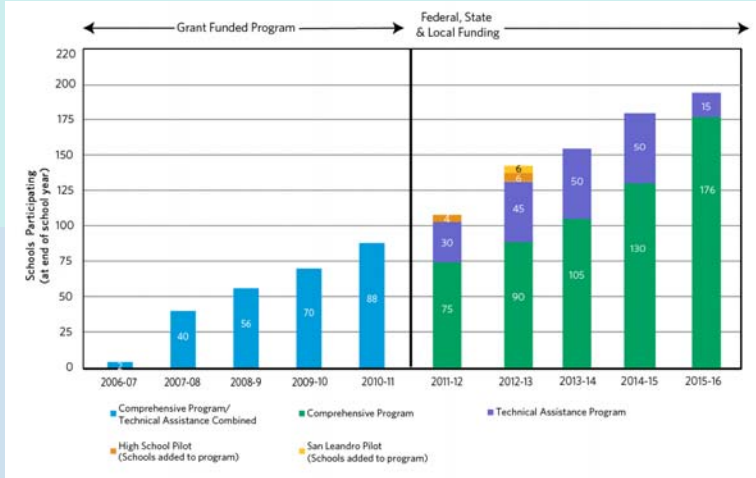


High School Program

- 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*

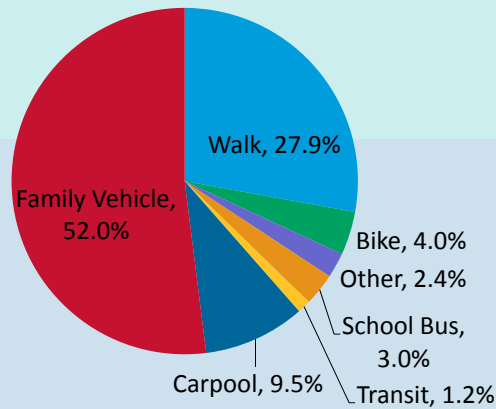


Alameda County Program Growth

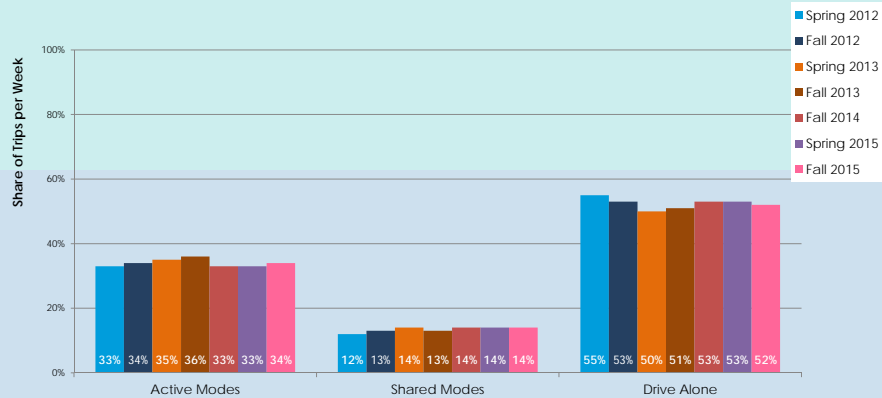


Countywide Mode Split Fall 2015 Schools Participating in Alameda County SR2S Program

- Based on student hand tally data



Mode Shift: Trending in the Right Direction



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 \$1.38 M for total of \$6,580,000
- Uses all federally obligated funding under OBAG Cycle 1 funds

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 \$1,380,000 for a total not-to exceed amount of \$6,580,000 for project implementation of the Safe Routes to School Program.