



# Alameda County Safe Routes to Schools Program

Planning, Policy and Legislation Committee Meeting  
March 12, 2018

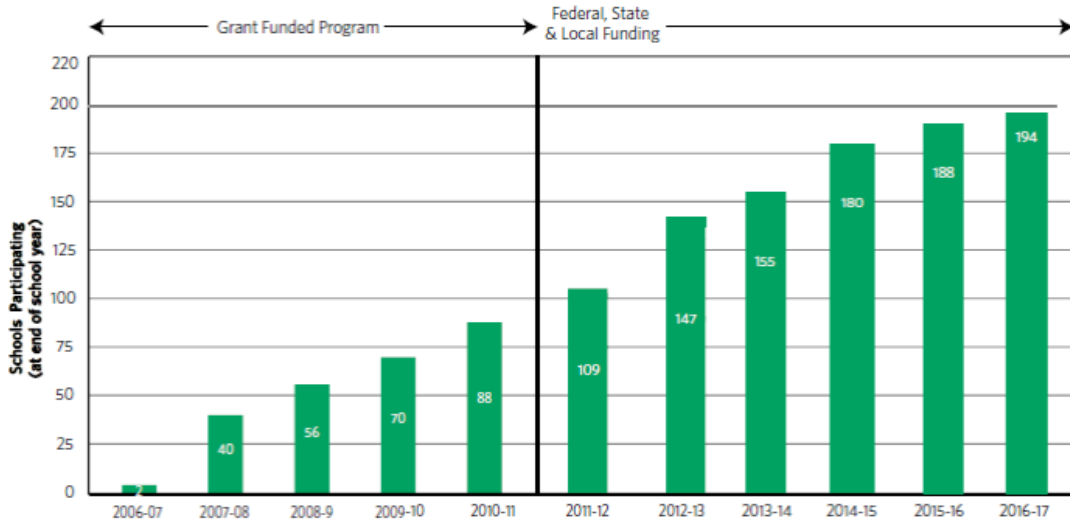


## Overview and Recommendation

- Receive an update
  - Background
  - 2017-2018 Program Update
- Approve and authorize Amendment No. 1 to Professional Services Agreements



## Background | ALAMEDA COUNTY SR2S PROGRAM GROWTH



ALAMEDA COUNTY SAFE ROUTES TO SCHOOLS PROGRAM

## Background | EVOLUTION 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 COUNTY SAFE ROUTES TO SCHOOLS PROGRAM

## Background | COMMISSION ACTION

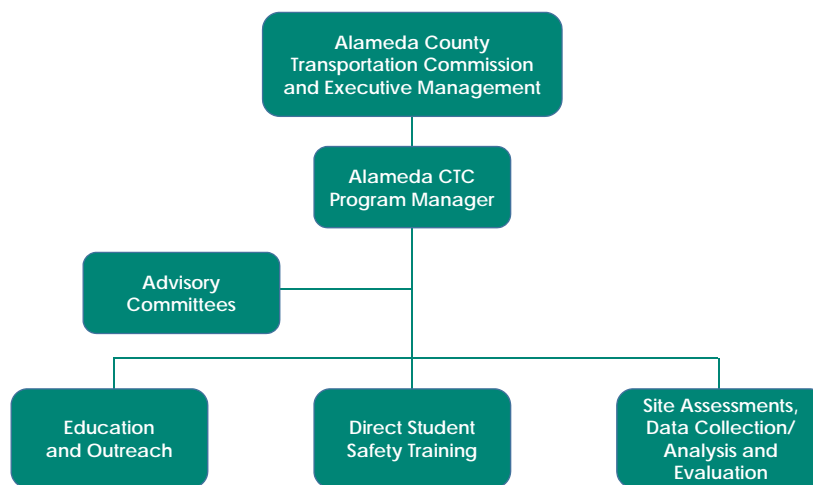
- In 2017, the Commission adopted a new framework to balance outreach with direct student training and infrastructure.
- SR2S Program Principles
  - **Every student** in Alameda County shall have access to SR2S activities
  - SR2S **program liaisons** are integral
  - **Safe Infrastructure** is critical (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.

Increase Mode Shift

Increase Safety



## Background | NEW PROGRAM IMPLEMENTATION STRUCTURE



## Goal Achievement | BUILDING A BALANCED PROGRAM

### Goal 1. Provide a comprehensive and equitable program

- Schools' database clean-up

### Goal 2. Develop a core program where every student has access to training

- Increasing program structure

### Goal 3. Establish and maintain strong, effective partnerships

- Cities, School Districts, County Office of Education



## Goal Achievement | FOCUS ON INFRASTRUCTURE & SUSTAINABILITY

### Goal 4. Support improvements to the built environment

- Enhancing site assessment process

### Goal 5. Encourage adoption of SR2S policies and curriculum

- Conducting an assessment of existing SR2S-supportive policies

### Goal 6. Continuous program evaluation

- Finalizing evaluation framework

### Goal 7. Engage parents

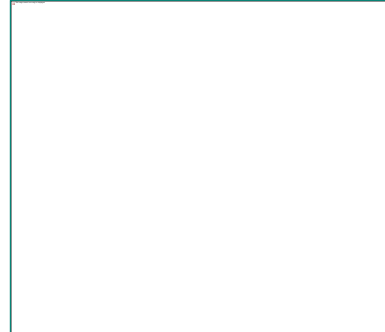
- Back-to-school communications



## Goal Achievement | FOCUS ON SAFETY

### Rail Safety Education Program Element

1. Rail Safety Education
  - Partnership with Operation Lifesaver
  - School site coordinator outreach to schools
  - Deliver training to schools enrolled in SR2S
2. School Safety Assessments



### Office of Traffic Safety Grant



## Recommendation

Approve and authorize the Executive Director to execute Amendment No. 1 to Professional Services Agreement Nos.:

- **A17-0075 with Alta Planning + Design, Inc.** for an additional \$1,800,000 for a total not-to-exceed amount of \$2,700,000 for Direct Student Safety Training services and a two-year time extension;
- **A17-0076 with Alta Planning + Design, Inc.** for an additional \$850,000 for a total not-to-exceed amount of \$1,230,753 for School Site Assessments, Data Collection and Analysis and Program Evaluation services and a two-year time extension; and
- **A17-0077 with Toole Design Group, LLC** for an additional \$1,840,000 for a total not-to-exceed amount of \$2,745,075 for Education and Outreach services and a two-year time extension.





# Thank You

For more information, visit [https://www.alamedactc.org/app\\_pages/view/8070](https://www.alamedactc.org/app_pages/view/8070)

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