


Alameda County
Safe Routes to Schools Program

Presentation by
Arun Goel
SR2S Program Manager
June 25, 2015



PPC Meeting - June 8, 2015

RECOMMENDATION:

Approve and authorize the Executive Director to execute Amendment No. 1 to Professional Services Agreement No. A13-0001 with Alta Planning + Design, Inc. for an additional \$600,000 for a total not-to-exceed amount of \$5,200,000 for project implementation of the Safe Routes to School Program

COMMITTEE ACTION:

Rather than delay consideration of this matter until July, the PPC forwarded the matter to the Commission for action, and requested that staff provide the Commission with specific information regarding the Program.

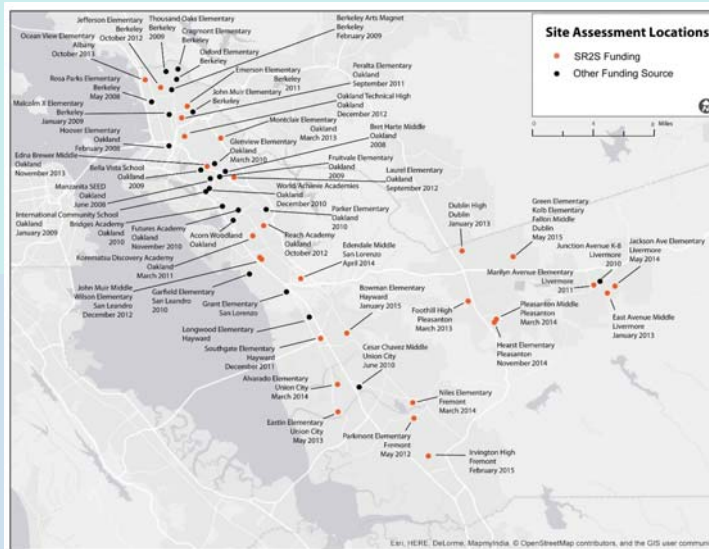
Additional Information Requested

1. Where have **site assessments** been performed, how many, and when?
2. Has **mode shift** by school location been tracked?
3. Where will the additional **schools for 2015-16** be located?
4. How much of the cost (funds) is attributed to **consultant costs**? What are allowable expenditures?
5. Why doesn't the program redirect existing funding for **capital improvements** and a **crossing guard program**?

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School Site Assessments



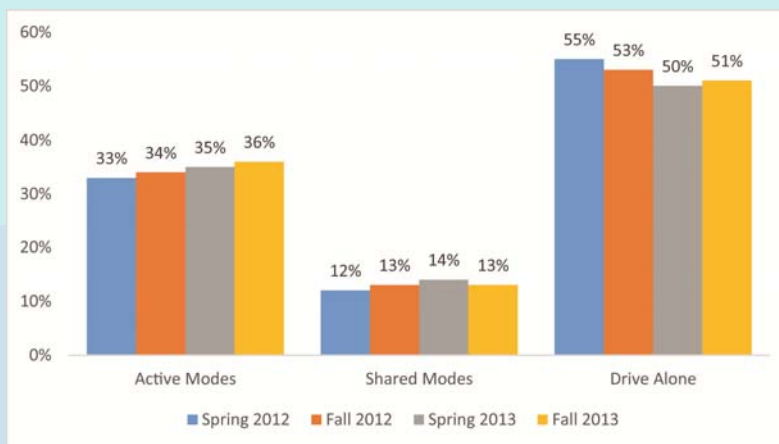
Site Assessment Selection Process

- Two site assessments per planning area are available each school year
- Schools are selected based on:
 - *Demonstrated need*
 - *Willingness to participate in the assessment*
 - *Site assessment request submission*
 - *Confirmed participation from key stakeholders*

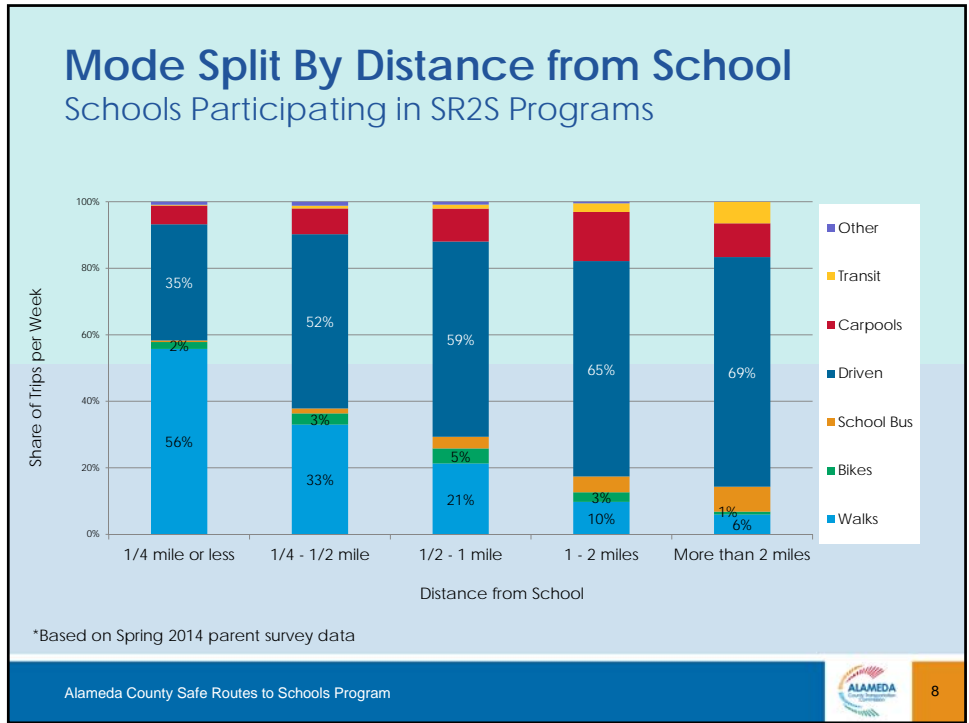
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Mode Shift



*Fall 2014-Spring 2015 data not available at time of report



SR2S Annual Report

- Comprehensive Annual Reports are developed each year to document and evaluate the overall Program
 - Available online: alamedacountysr2s.org/about-us/annual-reports

Alameda County Safe Routes to Schools
2013-2014 Year-End Report

Alameda County Transportation Commission

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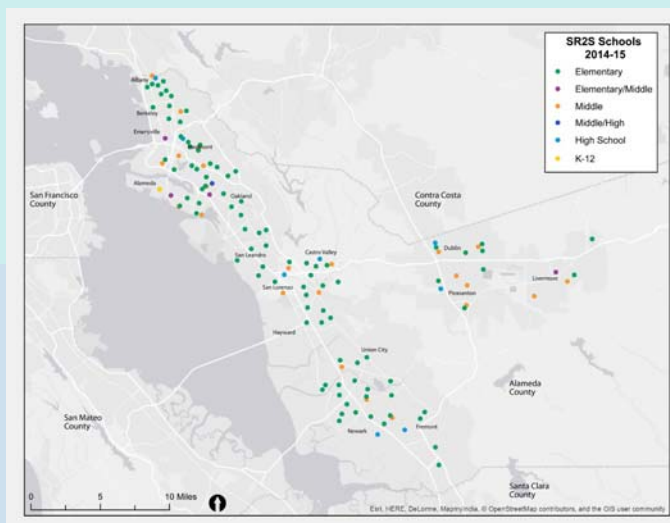
Alameda County Safe Routes to Schools Program

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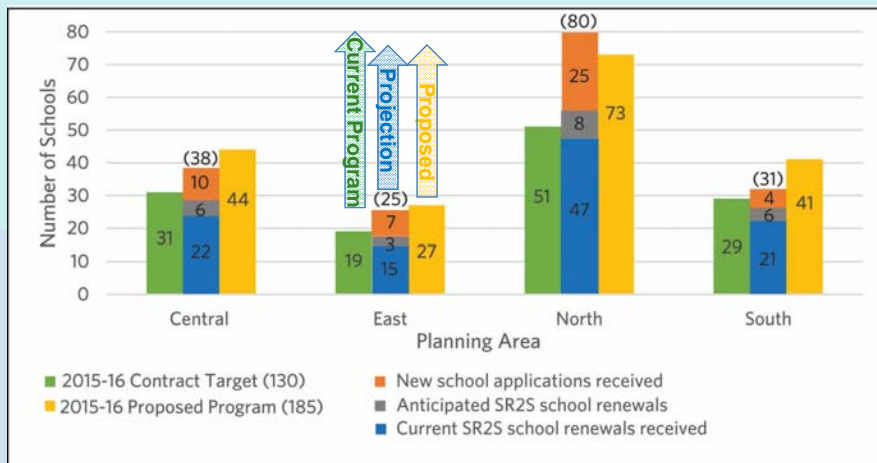
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SR2S Program Schools 2014-15 *(Existing)*

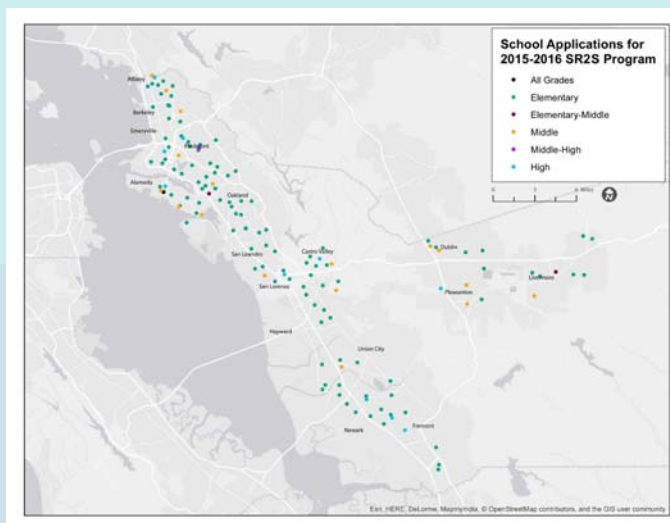


2015-16 SR2S Program

(Current vs Proposed)



SR2S Program Applications 2015-16



School Selection Process

- Equitable distribution of program
- School selection based on optimal success factors
 - Distance to school
 - Parent champions
 - Committee/task force
 - Bike parking
 - Site suitability for biking/walking
 - City/district priorities
 - Incomes served
 - Car-free households
 - Housing density
 - Collision history
- 24% increase in participating schools from 2013-14 to current 2014-15 school year

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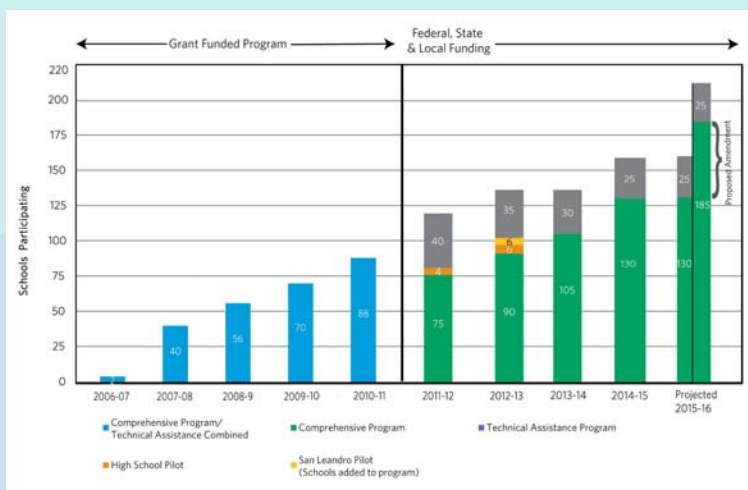
Consultant Costs (Contract Breakdown)

Alameda County SR2S Program 2013-2016	
Current Contract: \$4,600,000	
Program Element	% of Contract Value
BikeMobile	10%
Elementary and Middle School Bike Rodeos	11%
Bike Safety Education (adult classes, family cycling workshops, etc.)	6%
Pedestrian Rodeos*	3%
Theatre Shows*	5%
SR2S Grades K-8 Program**	35%
High School Program	8%
Communications & Outreach	7%
Project Oversight and Program Evaluation***	9%
On-Call Service Budget	5%
Site Assessments****	1%

*Program element is for two years, not three years
 **K-8 program includes site assessments done at K-8 schools, event expenses, school coordination, etc.
 ***Includes all Program Evaluation, such as mode share data collection and analysis, Annual Reports, etc.
 ****Effort also included in K-8 and HS programs



Program Growth



MTC Regional Safe Routes to School Program Guidelines – Cycle 2

STP/CMAQ – Allowable Expenditures

Non-Infrastructure Improvements

- Public Education, Encouragement, Enforcement and Outreach
- Activities to promote new or existing transportation services
- Air Quality public education
- Non-construction outreach related to safe bicycle use
- Travel Demand Management Activities
- Traffic Education and Enforcement in the vicinity of schools
- Funding for training, volunteers, and managers of safe routes to school programs

MTC Regional Safe Routes to School Program Guidelines – Cycle 2

STP/CMAQ – Allowable Expenditures

Infrastructure Improvements

- Constructing bicycle and pedestrian facilities
- Programs for secure bicycle storage facilities
- New construction and major reconstruction of paths and tracks
- Sidewalk improvements
- Pedestrian and bicycle crossing improvements
- Traffic calming and diversion
- Traffic control devices

MTC Regional Safe Routes to School Program Guidelines – Cycle 2

STP/CMAQ – Ineligible Expenditures

Not Eligible under the CMAQ/STP Program

- Planning Activities (i.e. walk audits)
- Certain Safety Improvements (i.e. crossing guards and mobile radar trailers)
- Material Incentives (limitations)

Indirect Capital Project Benefits from SR2S Program

- Funding secured using Site Assessment Improvement Plans: \$6,083,325
- Funding secured with other SR2S support: \$6,067,106
- BAAQMD provided funding for Bike Racks providing 474 new bike parking spaces: \$43,000
- Active Transportation Program Cycle 2 Applications submitted with SR2S support: ~\$25M
 - *Alameda, Alameda CTC, Berkeley, Castro Valley, Fremont, Hayward, Oakland, Piedmont, San Leandro*

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Crossing Guard Program

- Not eligible under existing CMAQ/STP funding for SR2S
- Possible funding – Measure B/BB Direct Local Distribution funds
- How are crossing guards funded nationwide?
 - *"Taxes, local school boards, sheriff, police, public works, traffic engineering departments, and surcharges on parking fines."*¹
- Average cost per crossing guard per location
 - Generally between \$13,000 - \$15,000 (\$69/school day)

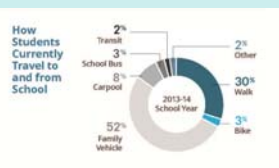
¹ Safe Routes National Center for Safe Routes to School
<http://www.saferoutesinfo.org/program-tools/how-can-we-get-funding-adult-school-crossing-guards>

SR2S – Focus for the Next 5 Years

1. Increase Green Modes of Transportation
2. Improve Safety and Health
3. Equitable Program Throughout County
4. Partnerships
5. Student Leadership
6. Built Environment (Infrastructure)
7. School District (Policies and Curriculum)
8. Sustainability



MTC Independent Evaluation



2015-16 under Current Contract

- **Number of schools:** 130
- **Changes to Program** *(Regardless of Amendment)*
 - *Online Resource Center (Expand Opportunities/Sustainability)*
 - *Tiered Recognition Levels (Countywide Incentive Model)*
 - *Countywide SR2S Task Force*

2015-16 with Contract Amendment

- **Number of schools:** 185
- **Changes to Program** *(Regardless of Amendment)*
 - *Online Resource Center (Expand Opportunities/Sustainability)*
 - *Tiered Recognition Levels (Countywide Incentive Model)*
 - *Countywide SR2S Task Force*
- **Program Additions:**
 - *30% Increase in K-8 and 50% Increase in High Schools*
 - *Additional site assessments and planning*
 - *Walking/BikRoute Maps*
 - *Technology Based Tracking Pilot at 50 schools sites*
 - *Increase in Bike Rodeos and Drive Your Bike programs*
 - *Increase in BikeMobile visits*
 - *Integration and Support for the Affordable Student Transit Pass Program*

Recommendations

1. **Approve and authorize** the Executive Director to execute Amendment No. 1 to Professional Services Agreement No. A13-0001 with Alta Planning + Design, Inc. for an additional \$600,000 for a total not-to-exceed amount of \$5,200,000 for project implementation of the Safe Routes to School Program AND bring Infrastructure component of the program in the Fall

OR

2. **Defer action** and bring both the contract amendment and the Infrastructure component in the Fall

Questions?

Additional Information:

Contact Arun Goel, SR2S Program Manager

agoel@alamedactc.org

510.208.7404

Safe Routes to School Website
www.AlamedaCountySR2S.org

BikeMobile Website
www.Bike-Mobile.org

