



# Memorandum

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**DATE:** January 19, 2017

**SUBJECT:** Alameda County Safe Routes to Schools (SR2S) Program

**RECOMMENDATION:** Approve Safe Routes to Schools Program Principles, Goals and Framework.

## Summary

Alameda County's Safe Routes to Schools (SR2S) Program is a countywide program that promotes and encourages safe walking, bicycling, carpooling, and riding transit to school. The program began in 2006 as a pilot at two schools. As part of the Metropolitan Transportation Commission's Climate Initiatives program in 2010, Alameda CTC was awarded federal funding to implement and expand the program. With the inclusion of federal funds, the program was taken in-house and delivered through a competitively bid consultant procurement process. In 2011, Alameda CTC hired Alta Planning + Design, Inc. to support the implementation and growth of the SRS2 program in Alameda County. The current program is administered by Alameda CTC and funded by Federal Congestion Mitigation and Air Quality funds, Federal Surface Transportation Program funds, and local sales tax measure funds. The current contract with Alta ends June 30, 2017. Per the Commission's request, a SR2S program update, including principles, goals and a procurement framework, is being presented for Commission discussion and input. Staff will incorporate the Commission's direction and in February will ask for Commission approval to release a Request for Proposal(s) for the Alameda County SR2S program implementation beginning July 1, 2017.

This memo summarizes the following:

- Current SR2S program description and funding
- Research on Bay Area SR2S programs
- ACTAC and school survey responses on how the SR2S program is working and areas for improvement
- SR2S program implementation opportunities
- SR2S program principles and goals
- Proposed program framework

ACTAC and PPLC considered this item during their January meetings and approved the goals, principles, and framework as described in this memo.

## Current Alameda County SR2S Program

The Alameda County SR2S program is now entering its 11<sup>th</sup> year. The program has historically focused on education and encouragement activities delivered by SR2S consultant teams working directly with schools and leading SR2S activities at the schools. Following the Safe Routes to School national model, the Alameda County SR2S program has placed a heavy emphasis on three major encouragement events:

1. **International Walk and Roll Day** (in October)
2. **Golden Sneaker Contest** (in spring)
3. **Bike to School Day** (in May)

The program has also developed activities that focus on direct safety education training for students. These include:

- **BikeMobile:** An event that provides mobile bike repair services on campuses and teaches bike repair skills to students.
- **Bike Rodeos:** Events that teach elementary students safe biking skills in small groups.
- **Pedestrian Rodeos:** Events that teach elementary students safe walking skills in small groups.
- **Drive Your Bike:** Week-long class that is usually part of Physical Education (PE) class that is focused on teaching middle and high school students how to safely ride a bike, culminating in a group ride on streets around the school.
- **“Rock the Block” Theater Shows:** An assembly targeted to elementary students that features singing, dancing, comedy, and lessons about safe walking and bicycling to and from school.
- **Safe Routes to School curriculum** and in-class activities for elementary and middle school students.

The Alameda County SR2S program has also developed program elements targeted to high school students, which is unique for SR2S programs which typically target elementary and middle school students. The high school program is centered on integrating Alameda County SR2S into existing clubs and classes that help establish program activities and/or plan SR2S events. The high school program also includes a Youth Task Force, made up of representatives from each school that meet monthly at Alameda CTC to discuss the program at their schools, plan events, learn from guest speakers in the transportation field, and learn from each other. The high school program includes another encouragement event “Cocoa for Carpools” which is directed towards getting more students to carpool to school.

In addition to education and encouragement activities, the current program also includes school site assessments. The assessments entail observing and reviewing existing school access conditions and infrastructure. The assessments involve multiple stakeholders, including city staff, school staff, parents, law enforcement, and other community members.

The SR2S consultant team uses the information collected to recommend measures to increase safe multimodal access to the school and as a basis for grant applications. Recommendations can include changes to drop-off and pick-up procedures, infrastructure improvements, increased bike parking, and restriping plans. Prior to FY 2015-16, the program completed only a few site assessments per year and was primarily focused on curriculum and educational program development. However beginning in FY 2015-16, Alameda CTC increased resources allocated to site assessments to address safe infrastructure as a critical component of increasing the number of students and families who choose not to drive to school. Prior to FY 2015-16, approximately eight site assessments were completed per year; in FY 2015-16, the program completed 30 site assessments and a similar number are planned for FY 2016-17.

As is expected during growth, the budget for the Alameda County SR2S program has steadily increased over the years as the amount of schools being served and programming increased. In the last 3 fiscal years, the average annual contract amount to implement the program was \$1,900,000.

### **Bay Area Safe Routes to School Programs**

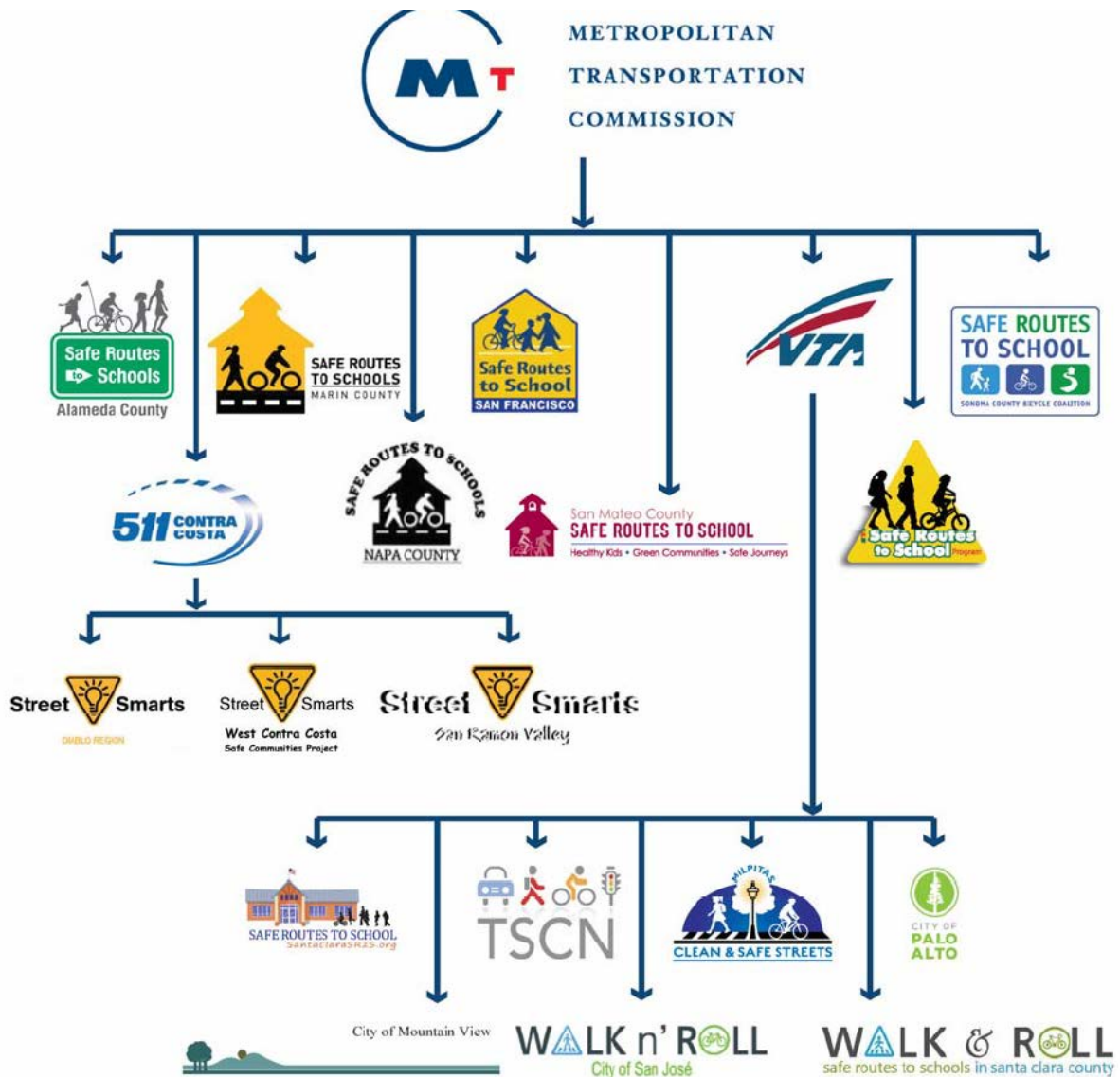
The planned procurement for a new contract provided an opportunity for staff to assess where the Alameda County program is and what opportunities might be available to improve it. Staff began the process by researching how other regional programs are being implemented to look for lessons learned and best practices. At the end of 2014, MTC did an evaluation of the regional SR2S program and identified key successes and findings. Lessons learned from the report include:

- SR2S programs increase the use of active transportation
- Schools initiating new programs show greater mode shifts than schools that have ongoing programs in place for several years (counties with longer program tenure continue to see benefits, just at lower rates)
- Specific Safe Routes activities are correlated with increased biking, walking, and carpooling: frequent walk and roll days, walking school bus and bike train programs. In addition, schools that offer a variety of on-going activities, rather than one-time activities, see higher transportation mode shifts. Furthermore, encouragement events focused on a specific mode (i.e. bike or carpool) usually lead to a higher shift to those specific modes
- Parents' positive perceptions of walking and biking correlated with a higher walking and biking mode shift
- Underserved populations tend to have higher rates of walking but lower rates of biking and carpooling
- Higher rates of crashes near the school deter families from walking or biking. (This finding suggests that, in addition to reducing safety concerns, infrastructure conditions have a significant impact on mode choice)

Recommendations coming out of the report include:

- SR2S programs should continue collecting mode split data twice a year (fall and spring)
- SR2S programs should continue to survey parents about their perceptions
- Work with schools that have shown an increase in family car use to determine factors that may be diminishing the impacts of the Safe Routes to School programming

Of the nine Bay Area Counties, most SR2S programs are administered at the countywide level, while several counties (i.e. Contra Costa, Santa Clara, San Mateo) sub-allocate their funding to other organizations. An example of this is depicted in the graphic below:



Each county has leveraged funds in addition to the regional funds from MTC to increase programming. There are also a variety of administering agencies as shown in the chart below:

County	Administering Agency
Alameda	Alameda CTC
Contra Costa (3 programs)	511 Contra Costa, Contra Costa Health Services, Street Smarts San Ramon Valley
Marin	Transportation Authority Marin
Napa	Napa County Office of Education
San Francisco	San Francisco Dept. of Health
San Mateo	San Mateo County Office of Education
Santa Clara (distributed through competitive grant)	Santa Clara County Public Health Department, City of Mountain View, City of Palo Alto, City of San Jose, city of Santa Clara
Solano	Solano Transportation Authority
Sonoma	Sonoma County Department of Health, City of Petaluma, and Town of Windsor

Alameda CTC staff also met directly with Bay Area CMA's to discuss SR2S program implementation. Some of the lessons learned are:

- Task forces, when they include the right partners, can be powerful ways to build support within the community (i.e. school district, school board, elected officials, principals engagement helps integrate program into school curriculum)
- School staff turnover is a universal challenge to SR2S program implementation
- Micro-grants for smaller and easy-to-implement infrastructure improvements are helpful in getting safety improvements done more quickly
- Establishing partnerships with agencies or organizations with similar goals (i.e. bike coalitions, public health) are important ways to leverage resources

## Survey Results

### ACTAC

In December, Alameda CTC sent the members of the Alameda County Technical Advisory Committee (ACTAC) a survey on the SR2S program to understand how the program was operating from the City/County delivery perspective. We received responses from all 15 local jurisdictions. The following questions were asked in the survey:

1. Does your jurisdiction have a staff person or people with time dedicated to a Safe Routes to School program? (11 jurisdictions (73%) said yes)
2. Who is the primary person you interact with in the Alameda County SR2S program (9 jurisdictions (64%) said SR2S site coordinators)
3. In an average month, how often do you and your staff interact with the Alameda County SR2S program? (10 jurisdictions (71%) said 1-5 times a month)
4. What aspects of the Alameda County SR2S program do you interact with? (number one response was site assessments by 13 (89%) jurisdictions)
5. On a scale of 1 to 5 how would you rate your jurisdiction's support of the SR2S program in terms of resources and awareness at the staff level, elected official level, school district level, and community level? (a variety of responses)
6. What aspects of the Alameda County SR2S program are working best for your community (most often mentioned response was site assessments)
7. Are there other partners (government or community organizations) that you think should be engaged in the Alameda County SR2S program? (a variety of answers)
8. How can the Alameda County SR2S program be improved to better meet the needs of your community? (most often mentioned response was increased capital funding)
9. Does your jurisdiction implement its own SR2S program outside of the Alameda County SR2S program (70% of respondents do at least one aspect of a SR2S program)

In summary, ACTAC respondents interact the most with the site assessment process and consider the site assessments one of the aspects of the program that is working well but would like to have access to more funding opportunities to be able to implement capital improvements identified. After site assessments, events were identified as an aspect of the program with high interaction and respondents rated them positively. A summary of the survey is provided in Attachment A.

### *School District and SR2S Champions*

The SR2S consultant team also surveyed school district representatives and SR2S champions in December. Champions are most often parents or school staff, including teachers. A summary of the survey responses is included in Attachment A.

The school champion survey had 70 responses (44% response rate). School champions mentioned lack of parent support and lack of time as two of the biggest obstacles to successful program implementation. They also cited convenience, poor driving behavior

near schools, and personal safety concerns as the top three reason why more students do not use “green” modes of transportation to school.

There were 5 responses from the school districts (38% response rate). School district representatives mentioned BikeMobile visits and safety education for students as the most effective at improving safety. The monthly walk and roll days and countywide events were mentioned as the most effective at getting students to try “green” transportation modes.

## **SR2S Program Implementation Opportunities**

### Balance the program

Alameda CTC has had success with its SR2S program and future program implementation will build off existing work. The national Safe Routes to School Program suggests that successful programs focus on the 6 “E’s”:

- Education
- Encouragement
- Enforcement
- Engineering
- Evaluation
- Equity

Historically the Alameda County SR2S program has been very focused on the first two components, education and encouragement. The opportunity for future program implementation is to continue to support these two, while also increasing emphasis on the remaining “E”’s:

- Enforcement – Strengthening relationships with cities and school districts who are the partners responsible for enforcement activities
- Engineering – Increasing the number of schools who receive site assessments and working with cities to implement suggested improvements
- Evaluation – Establishing comprehensive performance measures which are used to understand strengths and opportunities and feed into a process of continuous improvement for the program
- Equity – Ensuring that SR2S resources are allocated in a way that schools with the highest need are receiving the support they require to implement the program

The following chart highlights the activities that the Alameda County SR2S program completed during the 2015-2016 school year. The current program's emphasis on events is evident. Another opportunity for the program is to expand the amount of direct safety training activities for students. Walking school buses and bike trains were identified as particularly effective at increasing the shift to active transportation modes according to the MTC SR2S regional program evaluation report.

## Major Program Activities 2015-2016

	Activity/Event	Elementary	Middle	High	Total
<b>Countywide Activities**</b>	International Walk & Roll to School Day	110	22	7	139
	Golden Sneaker Contest	60	14	10	84
	Bike to School Day	88	19	11	118
	BikeMobile Visits*	69	16	17	102
<b>School-Specific Activities**</b>	Walk and Roll to School Days/ Events	159	1	N/A	160
	Walking School Bus	3	N/A	N/A	3
	Bike Rodeos	16	N/A	N/A	16
	Pedestrian Rodeos	16	N/A	N/A	16
	Drive Your Bike Program	N/A	15	4	19
	School Site Assessment	19	8	3	30
	Rock the Block Assembly	43	N/A	N/A	43
	Cocoa for Carpools (high school event only)	N/A	N/A	9	9

\*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

### Principles and Goals

Based on research and strategic planning for the Alameda County SR2S Program, the following principles and goals have been developed to guide the future SR2S program implementation:

#### Principles

- Every student in Alameda County shall have access to SR2S activities that effectively educate on and encourage the safe use of green modes of transportation to school (biking, walking, carpooling, transit, etc.).
- SR2S program school 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 maintaining effective partnerships.
- Effective engagement with parents as “decision-makers” is key to the success in shifting to “green” transportation modes.

### Goals

Based on the principles outlined above, the Alameda County SR2S program will be implemented in order to achieve the goals below.

**Goal 1: Provide a comprehensive and equitable program throughout Alameda County in a fiscally responsible manner, serving all public schools interested in participating.**

In the 2015-2016 school year the program reached 173 of the approximately 330 schools in Alameda County (53%). In FY 2016-17 steps have been already been taken to achieve this goal by expanding a resource center and strengthening task forces. Previously schools were required to apply to the Alameda County SR2S program; now all a school must do is register with the program to have access to SR2S activities. In the future, the SR2S program will need to focus on finding implementation efficiencies so that all schools can participate in SR2S activities while being sensitive to the fact that not all schools have the same needs or resources available to implement the program.

**Goal 2: Develop a core program that will allow every student in Alameda County to have access to age-appropriate bike/ped safety training and SR2S educational activities throughout their school careers (i.e. at least once in elementary, once in middle school, and once in high school).**

Research has shown that providing students with direct safety training is one of the best ways to increase the mode shift to “green” transportation modes. Getting young people to recognize that they have transportation choices early in their lives will translate into adults who will understand they have transportation choices and be more apt to use a wider variety of transportation modes.

The vision for the program is that as a student progresses through their school career in Alameda County they will be exposed to age-appropriate education activities that build off each other over time. This will allow every student that graduates from school in Alameda County to feel comfortable walking, biking, and/or taking transit safely.

**Goal 3: Establish and maintain strong, effective partnerships throughout the county in order to leverage program expansion and sustainability.**

A SR2S program that ensures all students in the over 300 schools in Alameda County have access to age-appropriate safety training will be expensive. In addition, staff turnover at schools is a common challenge to all SR2S programs. Future program implementation will need to form partnerships with agencies or organizations with similar goals to assist with meeting program goals. Other SR2S programs have had success with increased

engagement with schools, school districts, cities, parents and other partners through SR2S task forces.

**Goal 4: Support improvements to the built environment near schools that allow for better access and increase safety.**

There is an inextricable relationship between the education, encouragement, and engineering components of a SR2S program. Even if resources are spent to train every student how to safely walk and bike to school, if they do not have a safe sidewalk or bike lane to get there, they, or their parents, will likely still choose to use a car to get to school. Safety is a key component of encouraging multimodal access to school.

As evidenced by the ACTAC survey results, identification of safety improvements around schools and funding to implement them are important aspects of the current SR2S program. Future program implementation will continue to allocate resources so that every school will have a site assessment within the next 5 years. Additional staffing resources will also be dedicated to assisting local jurisdictions, when and where necessary, with implementation activities, including tracking of projects and assistance with grant applications. In addition, Alameda CTC staff will continue to explore options for supporting SR2S infrastructure projects from federal, state and local sources. Alameda CTC will also consider ways to quickly implement smaller-scale projects, including the feasibility of a micro-grant program.

**Goal 5: Encourage the adoption of SR2S policies and curriculum within schools and school districts.**

Due to high turnover in staff at schools, SR2S staffing resources are spent on re-establishing the school relationships and “selling” the merits of the SR2S program on a yearly basis in some cases. By encouraging school districts and schools to adopt SR2S policies, the work of having to “sell” the program will become less over time. Alameda County schools are critical partners to SR2S program implementation but they are often struggling to offer the support that it takes to implement the SR2S program. The goal of implementing the core SR2S program in all schools is that the “ask” from the schools will lessen as the program becomes more integrated. Finally, SR2S curriculum integration will help ensure that all students have access to the lessons.

**Goal 6: 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.**

The Alameda County SR2S program has always had performance measures but they have been limited to measuring the reach of the program (i.e. numbers of activities or students, but not the effectiveness of individual types of activities and student contacts). For instance, some of the performance measures used in the past include:

- Number of schools participating
- Number of students attending events
- Number of events held

- Number of students who receive safety training
- Number of schools who were provided SR2S resources
- Number of parents and community members involved in the SR2S program

While these performance measures are important and should be tracked in the future, the program also must incorporate performance measures that allow the team to understand which elements and activities are most effective at getting more students to walk, bike, carpool, or take transit to school. The evaluation will be done at the school level will allow the team to understand the local context and adjust the program as necessary.

### **Goal 7: Engage parents as the transportation mode “decision maker.”**

Research indicates that parents' attitudes towards “green” transportation modes directly impacts the ability to impact mode shift. Experience has shown that if parents perceive that allowing their kids to bike and walk to school is dangerous, they will not allow them to do it. It is important that real and/or perceived safety barriers are addressed. It is also important that parents understand the many benefits their children gain by active transportation including better health and better learning. Often parents are engaged in the SR2S program as volunteers, but their impact as the “decision maker” is even greater.

### **Funding**

In November 2016, the Commission authorized programming \$7.063 million Federal One Bay Area Grant Funds for the Alameda County SR2S program and \$920,000 in Measure B Bicycle and Pedestrian Countywide Discretionary funds to be used as matching funds. The amount of future local funds recommend for the Alameda County SR2S program through the 2018 CIP, which will be brought to the Commission for approval in the 2<sup>nd</sup> quarter of 2017, will reflect the contracting option that is selected for the Program.

### **Proposed Framework**

The current contract with Alta Planning + Design to implement the Alameda County Safe Routes to School program is comprised of Alta as the prime contractor and 10 sub consultants. The current contract is large and complex and managing the program efficiently has been challenging. In order to address the identified challenges, staff considered several other contracting options.

#### In-house Option

Alameda CTC staff would directly provide all the SR2S staffing support for program implementation, including school site liaison, outreach, and education activities. The direct safety training for students and site assessments, work would still be done through consultants. This option would require the addition of approximately 10 new Alameda CTC staff members.

Benefits:

- Would allow Alameda CTC staff to directly perform program implementation

#### Challenges:

- Would cost more to have full time Alameda CTC staff than contracting for the school liaison, outreach and education responsibilities
- Does not allow the staffing resources to flex depending on the needs of the program implementation schedule (i.e. some times of the year are busier than others)
- Utilizes an immense amount agency resources for a single program

#### Pass-through Option

The federal SR2S funding made available from MTC would be passed through to local jurisdictions based on a pre-determined formula that considers amount of schools or students. In this option, the role of Alameda CTC staff would be limited to programming the federal funds.

#### 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 district boundaries
- Could lead to vast disparities in SR2S programming within Alameda County

#### Program Management Option

Alameda CTC staff would transition to the program manager role (rather than the historical contract management role) and be more active in high-level SR2S implementation activities.

This option envisions the SR2S implementation activities to be contracted out in three separate contracts:

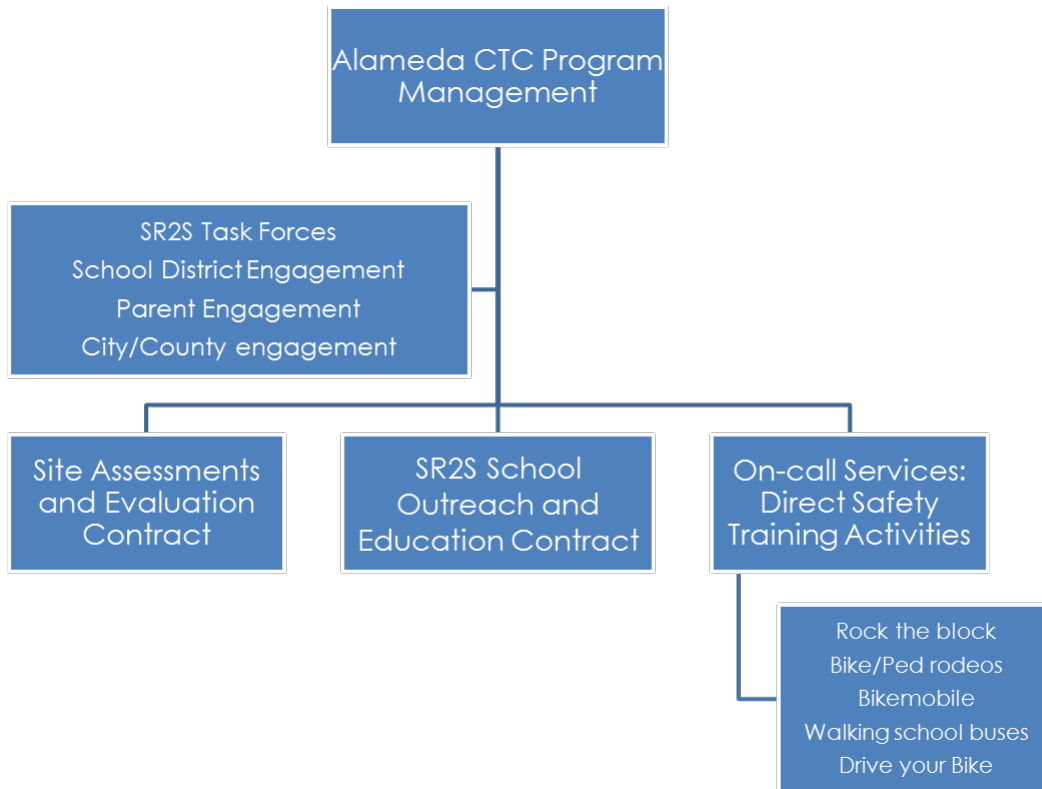
- Contract 1: Site assessments, data collection, and evaluation
  - Conduct school site assessments
  - Keep database of all recommendations and status of capital improvements
  - Identify preferred school routes and remote drop off areas if applicable
  - Develop annual school report cards
  - Program evaluation
  - Mode share counts
  - Technical assistance to local jurisdictions on regional and state grant applications

- Contract 2: SR2S School Outreach and Education
  - Responsible for school recruitment activities
  - Staff support to task forces
  - Staff support for schools in planning events and other activities
  - Staff support to Alameda CTC on school district engagement
    - *Includes development of SR2S curriculum and conducting teacher training*
  - Staff support to Alameda CTC on parent engagement
    - *Meeting with PTA and incorporating messages into existing school communications*
- On-call service contract: Direct safety training activities
  - Would provide the following activities:
    - Bike and pedestrian rodeos
    - Drive your Bike: in-depth class teaching bike riding safety skills
    - Rock the block theater show
    - Walking school bus and bike train support
    - BikeMobile
    - Family bicycle workshops

The role of Alameda CTC staff would be to manage the contracts and take the lead on managing the following responsibilities:

- Task Forces
- Developing core SR2S program
- School District, parent, and city engagement
- Equitable resource allocation

The organization chart below depicts how the program management option would be administered.



## SR2S Capital Program

*Note: a SR2S capital program is expected to be funded through a combination of federal, state and local funds. In addition, the feasibility of a micro-grant program for small scale capital improvements around schools will be considered through a future CIP.*

### Benefits:

- Allows Alameda CTC to provide oversight, strategic direction, and resource distribution for countywide program
- Allows for program evaluation to be done independently from program implementation
- Multiple contracts allow for effective evaluation and increased direct communication with consultants

### Challenges:

- More contacts increase contract administration time

## **Recommendation:**

Staff recommends the following items:

1. Approve the SR2S program principles:
  - I. Every student in Alameda County shall have access to SR2S activities that effectively educate and encourage the use of green modes of transportation (biking, walking, carpooling, transit, etc.) to school.
  - II. SR2S program liaisons to support schools in program implementation is an integral component of the Alameda CTC program.
  - III. Safe Infrastructure is critical to the success of SR2S educational and encouragement activities and requires partnership with cities, county, and school districts.
  - IV. Performance measures for the SR2S program will be comprehensive and context-sensitive and evaluation results will feed into a process of continuous improvement.
  - V. Expansion and sustainability of a robust SR2S program requires establishing and maintaining effective partnerships.
  - VI. Effective engagement with parents as "decision-makers" is key to the success in shifting to "green" transportation modes.
2. Approve the SR2S program goals:
  - I. Provide a comprehensive and equitable program throughout Alameda County in a fiscally responsible manner, serving all public schools interested in participating.
  - II. Develop a core program that will allow every student in Alameda County to have access to age-appropriate bike/ped safety training and SR2S educational activities throughout their school careers (i.e. at least once in elementary, once in middle school, and once in high school).
  - III. Establish and maintain strong, effective partnerships throughout the county in order to leverage program expansion and sustainability.
  - IV. Support improvements to the built environment near schools that allow for better access and increase safety.
  - V. Encourage the adoption of SR2S policies and curriculum within schools and school districts.
  - VI. 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.
  - VII. Engage parents as the transportation mode "decision maker."
3. Approve the SR2S procurement framework for the Program Management option

## Next Steps:

Staff will integrate the comments and direction provided by the Commission and craft scopes of work and procurement processes that align with the adopted principles, goals, and framework. The following are the next steps to the procurement process:

- Commission approval of principles, goals and framework – January 2017
- Commission approval to release the RFP(s) – February 2017
- RFP(s) released – March 2017
- CIP approval – 2nd quarter 2017
- New contract(s) commences – July 1, 2017

**Fiscal Impact:** The actions of approving the SR2S program principles, goals and framework will not have a fiscal impact at this time. The Commission approved federal and local match funding for the program in November 2016.

## Attachment

- A. Safe Routes to School Survey Responses

## Staff Contact

[Tess Lengyel](#), Deputy Executive Director of Planning and Policy

[Cathleen Sullivan](#), Principal Transportation Planner

[Kimberly Koempel](#), Assistant Transportation Planner



## SAFE ROUTES TO SCHOOL SURVEY RESPONSES – DECEMBER 2016

### ACTAC

In December, Alameda CTC sent the members of ACTAC a survey on the SR2S program. Below is a summary of the responses received. All 15 local jurisdictions responded to the survey.

- 10 jurisdictions (73%) have a staff person with time dedicated to SR2S
- 9 jurisdictions(64%) indicated that their primary contact with the program is SR2S site coordinators (4 said it was Alameda CTC staff and 1 indicated the school district)
- 10 jurisdictions (71%) said they interact between 1 and 5 times a month with the program (3 said they have no interaction and 1 said between 5 and 10 times)
- 10 jurisdictions (73%) indicated that are implementing their own SR2S program which could include education and encouragement activities (6), direct safety training (6), capital improvement (7) or site assessments (6).

The chart below depicts what elements of the SR2S program the survey respondents interact with:

Events	8	53%
Site Assessments	13	87%
Capital Project Implementation	7	47%
Task Force Meetings	2	13%
Traffic/Safety Enforcement	7	47%

In response to the question **What aspects of the Alameda CTC's SR2S program are working best for your community?** 9 of the 13 respondents (69%) mentioned site assessments. Other comments included:

- Advocating for bus stops at schools
- Walk&Roll Day and Bike to School Day (mentioned 4 times)
- Site coordinators
- Providing a forum for school champions
- Education

In response to the question **How can the Alameda CTC SR2S program be improved to better meet the needs of the community?**, 8 out of 11 jurisdictions said support for funding the capital improvements identified through site assessments. Other items mentioned included:

- Share information on what is working
- Have more schools participate (mentioned two times)

- More resources for on-bike safety education
- More SR2S staff time (mentioned two times)
- Continued resources to schools and school district to implement program
- Increase involvement of school district and public works in site assessments
- Better outreach to general public and local jurisdictions (mentioned two times)
- Stream line process for project funding (mentioned two times)
- Automatic enrollment in SR2S program
- Distribute safety toolkits
- Fund bike racks (mentioned two times)

When asked to rate their jurisdictions support of the SR2S program in terms of resources and awareness the respondents indicated the following:

Answer Options	1 No support	2	3	4	5 High support	Average Score
At the staff level:	0	3	1	5	5	3.9
At the elected official level:	0	2	5	3	3	3.5
At the school district level:	0	1	3	5	3	3.8
In the general community:	0	4	3	6	0	3.2

When asked if there are other partners that should be engaged in the program respondents had the following suggestions:

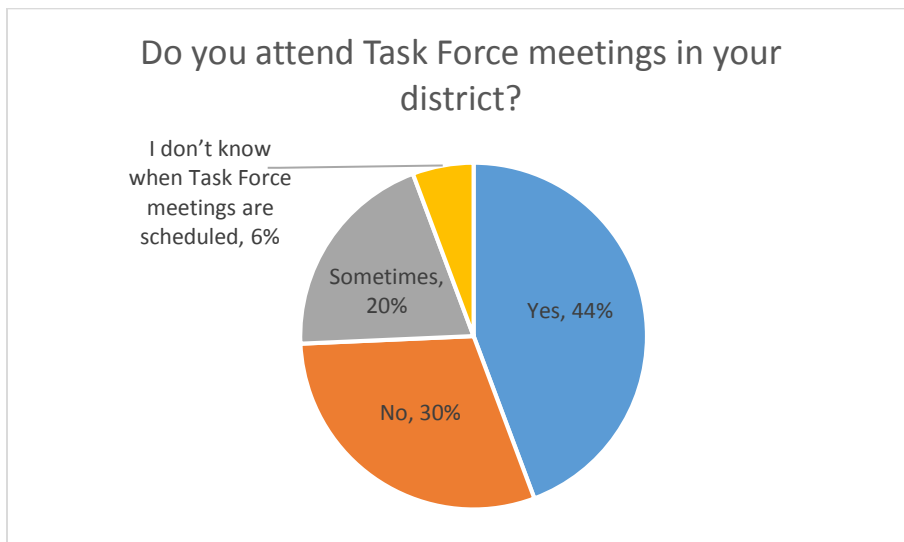
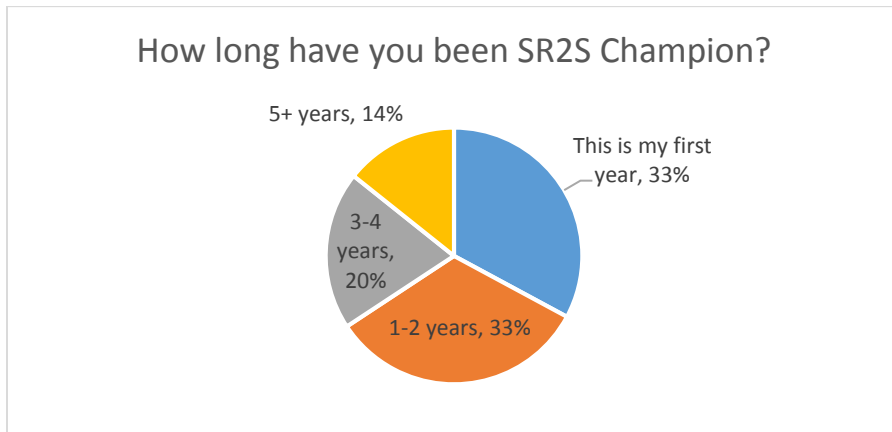
- School district (mentioned 3 times)
- Funding agencies
- Coordination with BPAC
- California Office of Traffic Safety
- Public Health
- Caltrans
- MTC
- DMV
- AAA
- Walk Oakland Bike Oakland
- Police department (mentioned twice)

### **School Champions**

SR2S consultant team sent a survey out to SR2S program champions. Champions are most often parents or school staff, including teachers.

70 responses (survey sent to 162 champions resulting in 44% response rate)

**Questions**



**How do you find out about Task Force meetings?**

Answer Options	Response Percent	Response Count
Email from SR2S site coordinator	80%	56
I don't know when Task Force meetings are scheduled	16%	11
SR2S website: <a href="http://alamedacountysr2s.org">alamedacountysr2s.org</a>	3%	2
Other (please specify)	1%	1
Phone call from SR2S site coordinator	0%	0
Total		70

If you have attended at least one task force meeting, how helpful is the task force meeting?

Answer Options	Response Percent	Response Count
Very helpful	67%	32
Somewhat helpful	31%	15
Not helpful at all	2%	1
Total		48

**Are the right people involved in the Task Force meetings?** - Respondents suggested that city planners, more school representatives, police officers, and other community stakeholders should be involved.

Answer Options	Response Percent	Response Count
Yes	92%	46
No	8%	4
Total		50

Does the task force meeting frequently enough to be helpful?

Answer Options	Response Percent	Response Count
Yes	94%	48
No	6%	3
Total		51

**Do the task force meeting agendas highlight the topics that are important to you?** - Topics suggested by respondents included: volunteer recruitment, use of technology, policy changes, parent engagement, getting support for safety improvements around schools.

Answer Options	Response Percent	Response Count
Yes	88%	44
No	12%	6
Total		50

**How frequently to you use the Alameda County SR2S website?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
A few times a year	79%	49
Monthly	18%	11
A few times per month	3%	2
Weekly	0%	0
Total		62

**What do you use the website for?**

<b>Answer Options</b>	<b>Response Count</b>
Request activities, such as a BikeMobile visit or bike rodeo	43
Find out about upcoming events	35
Download materials for upcoming events	35
Find out about the next Task Force meeting	7
Other (please specify)	4

**What events have you organized or are planning to organize? Select all that apply -** "other" responses include BikeMobile (mentioned 4 times), Fire up your feet challenge, and school loop safety.

<b>Answer Options</b>	<b>Response Count</b>
International Walk & Roll to School Day	63
Bike to School Day	55
Golden Sneaker Contest	49
Monthly or weekly Walk & Roll to School Days	25
Bike Rodeo or Drive Your Bike program	21
Rock the Block Assembly	16
Walking School Bus or Bike Train	12
School Site Assessment	11
Pedestrian rodeo	10
Other	9

**What obstacles, if any, have prevented you from organizing SR2S activities at your school? Please select all that apply.** – The number one response under “other” was **time** (mentioned 11 times). Several respondents mentioned lack of school support and parent support (mentioned 5 times). Several also mentioned school location makes walking and rolling difficult (mentioned twice). In addition, two respondents mentioned that parents do not allow their kids bike and roll.

<b>Answer Options</b>	<b>Response Count</b>
Lack of parent support or interest	26
Other	25
Lack of funding	13
Lack of community support	10
Lack of City staff support	5
Lack of support from the school or district administration	3
We haven't attempted organizing any SR2S activities in the past	3
Unsupportive school policies	2
No obstacles	17

**Why do you think more students do not walk, bike, or skate to school? Please select top 5 reasons.** “Other” reasons mention include lack of helmets and bikes (mentioned twice), location (hilly mentioned three times), having to get up earlier (mentioned twice), lack of bike parking, parents not feeling comfortable on bikes, parents drop off/pick up students on the way to work (mentioned twice), not in the habit (mentioned twice), kids don't know how to bike or skate (mentioned twice), after school activities at other destinations that are not bikeable/walkable, and safety concerns (mentioned twice)

<b>Answer Options</b>	<b>Response Count</b>
More convenient for parents to drive students to school	49
Poor behavior by people driving near school (distracted driving, speeding, not yielding at crosswalks)	37
Concerns about personal safety (stranger danger, criminal activity, or bullies)	35
Takes too long to walk or bike to school/students live too far away	27
High traffic speeds	27
Weather conditions	19
Lack of facilities (no sidewalks, bike paths, or routes; sidewalks or bike routes are not continuous, or are in need of repair; street crossings are unsafe)	19
Other	17
Lack of bike parking, bike parking not secure, or not in a convenient location	11
Families don't know the best route	8

**How can the Alameda County SR2S program be improved to better meet the needs of your community and better encourage active and public transportation?**

- Suggestions on increasing parent involvement (3)
- Providing locks and helmets to students
- Communication with parents about benefits, parent workshops (5)
- Address "stranger danger"
- General positive comments about program (4)
- Site coordinators (8)
- Funding for infrastructure and/or specific improvements mentioned (5)
- Need to address unsafe driving at schools
- Walking school bus
- Asks schools to include SR2S in regular curriculum
- Increased involvement from elected officials
- Organize support for school identified priorities
- Increased involvement from police and city officials
- Produce durable banners that can be reused
- Driver education on safe driving practices around schools (2)
- Incentives for teacher involvement
- Share lessons learned or best practices from other areas (2)
- Ask schools to encourage walking from people who live in walking distance
- More collaboration with bike organizations
- Hand tallies are too time consuming
- Better attendance at task force meetings

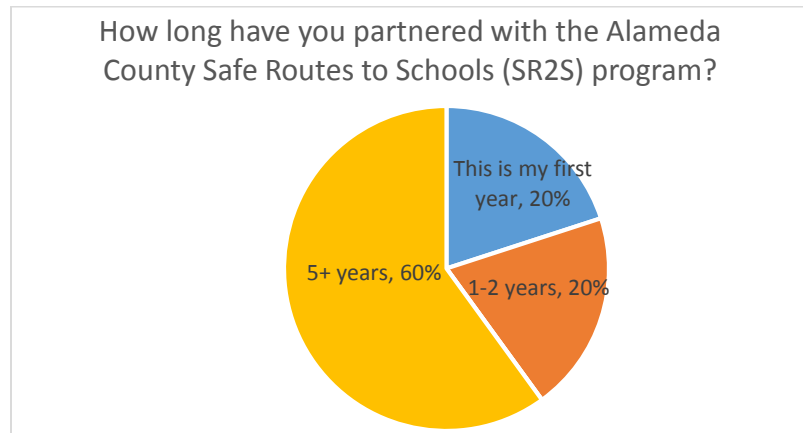
## School District Survey responses

5 responses (survey sent to 13 school districts resulting in a 38% response rate)

### Questions

#### What school district do you represent?

- Livermore Valley Joint Unified School District
- Castro Valley Unified School District
- Oakland Unified School District
- San Lorenzo Unified School District
- Fremont Unified School District



#### Do you have a staff person with time dedicated to SR2S?

Answer Options	Response Percent	Response Count
No	60%	3
Yes	40%	2
Total		5

#### Has your school district adopted Safe Routes to School-supportive policies?

Answer Options	Response Percent	Response Count
Yes	80%	4
No, we have no policy about school transportation	0%	0
No, we have a policy that discourages walking, biking, or skating to school	0%	0
Unsure	20%	1
Total		5



How effective are the following Safe Routes to Schools programs at IMPROVING SAFETY at schools in your district? Please answer for each program 1 to 5, with 1 being not effective at all and 5 being very effective.

Answer Options	1	2	3	4	5	N/A	Rating Average
Safety education: bicycle and pedestrian rodeos	0	0	0	3	1	0	4.25
BikeMobile visits: free, mobile bicycle repair av	0	0	0	3	1	0	4.25
Ongoing activities: walking school buses and bik	0	0	0	3	0	1	4
Rock the Block Theatre Show (school assembly f	0	0	0	1	0	3	4
In-Classroom Curriculum: 'Go Green' curriculum	0	0	0	3	0	1	4
Evaluation: student travel tallies and parent sur	0	0	0	3	0	1	4
Countywide events: International Walk & Roll to	0	0	1	3	0	0	3.75
School Site Assessments: evaluation of walking	1	0	0	2	0	1	3

How effective are the following Safe Routes to Schools programs at GETTING STUDENTS TO BIKE, WALK, OR TAKE TRANSIT TO SCHOOL in your district? Please answer for each program 1 to 5, with 1 being not effective at all and 5 being very effective.

Answer Options	1	2	3	4	5	N/A	Rating Average
Countywide events: International Walk & Roll to	0	0	0	2	2	0	4.5
Ongoing activities: walking school buses and bik	0	0	0	2	1	1	4.33
Safety education: bicycle and pedestrian rodeos	0	0	1	2	1	0	4
In-Classroom Curriculum: 'Go Green' curriculum	0	0	1	1	1	1	4
BikeMobile visits: free, mobile bicycle repair av	0	0	0	3	0	0	4
Evaluation: student travel tallies and parent sur	0	0	0	2	0	2	4
Rock the Block Theatre Show (school assembly f	0	0	1	0	0	3	3
School Site Assessments: evaluation of walking	1	0	0	2	0	1	3

How do you typically receive information about upcoming SR2S activities? Please select all that apply.

Answer Options	Response Count
During districtwide SR2S Task Force Meetings	0
Visiting the Alameda County SR2S website	0
Receiving emails from the SR2S program or SR2S champions	4
One on one meetings with SR2S site coordinators	1
Other (please specify)	0

How useful are each of these communication methods in partnering with the SR2S program? Please answer for each communication method 1 to 5, with 1 being not useful at all and 5 being very useful.

Answer Options	1	2	3	4	5	Rating Average
Emails from the SR2S program or SR2S champion	0	0	1	2	1	4
One on one meetings with SR2S site coordinato	1	0	0	0	3	4
Alameda County SR2S website	0	1	0	2	1	3.75
Districtwide SR2S Task Force Meetings	1	0	1	0	2	3.5

How frequently do you use the Alameda County SR2S website (alamedacountysr2s.org)?

Answer Options	Response Percent	Response Count
A few times a year	67%	2
Monthly	33%	1
A few times per month	0%	0
Weekly	0%	0
Total		3

What do you typically use the website for? Please select all that apply. ("other" responses were that they do not use the website)

Answer Options	Response Count
Find out about upcoming events	2
Download materials for upcoming events	1
Request activities, such as a BikeMobile visit or bike rodeo	0
Find out about the next Task Force meeting	1
Other (please specify)	2

On a scale of 1 to 5 (1 being not at all and 5 being considered critical in supporting school district goals), how would you rate the school district's support (as defined by sufficient resources dedicated to it and/or specific awareness) of the SR2S program?

Answer Options	1	2	3	4	5	N/A	Rating Average
At the school district staff level?	0	0	1	1	1	1	4
At the school board level?	0	0	3	0	0	1	3
At the school level?	0	0	1	1	1	1	4
At the general community level?	0	0	1	1	0	2	3.5