



City of Palo Alto

City Council Staff Report

(ID # 9031)

Report Type: Study Session

Meeting Date: 8/27/2018

Summary Title: Safe Routes to School Annual Update

Title: Palo Alto Safe Routes to School Partnership Annual Update

From: City Manager

Lead Department: Planning and Community Environment

Recommendation

Staff recommends that the Council receive a presentation, review the enclosed annual update for the Safe Routes to School Partnership, and comment on the City / School Traffic Safety Committee's adopted Five-Year Work Plan. No formal action is requested.

Executive Summary

The local Safe Routes to School (SRTS) Partnership between the City, the Palo Alto Unified School District (PAUSD), and the Palo Alto Council of PTAs (PTAC) works to reduce risk to students en route to and from school and to encourage more families to choose alternatives to driving solo more often. In May 2017, the Palo Alto Safe Routes to School Partnership adopted its first Five-Year Work Plan. This report documents the progress of the Safe Routes Partnership since then and presents the newly-updated Five-Year Work Plan.

Background

For 40 years, the City, PAUSD, and the PTA have maintained a child transportation safety-focused collaboration in Palo Alto, meeting monthly as the City/School Traffic Safety Committee (CSTSC). In 2006, this collaboration adopted a National Consensus Statement relying on a '5-E' (Encouragement, Education, Engineering, Enforcement and Evaluation) injury prevention framework to support safe, healthy and active school commutes. In 2016, the Partnership adopted a sixth 'E' for Equity to align with national standards and to ensure that the SRTS Partnership provides additional resources to support the needs of under-resourced or under-represented student populations.

While the Five-Year Work Plan objectives remain somewhat fixed from year to year, the strategies to achieve the goals change each year, based on priorities set by program partners. The 2017-18 school year is considered Year 1 of the plan. The 2018-19 year is Year 2.

Activities

The 2017-18 school year was a period of increased community engagement amidst a number of highlights listed below.

- An updated Five-Year Work Plan and a newly developed Equity objective (See Attachment A)
- 169 educational trainings to PAUSD students and parents
- Intensified field outreach and revised student safety curriculum to provide more hands-on, experiential engagement opportunities
- Sustained levels of active transportation mode-share
- County-level recognition for contributing to Palo Alto's Healthy City status

Education and Outreach: Show & Tell

This year, the SRTS Partnership broadened education and outreach tools to serve the needs of traditionally under-resourced and under-represented communities and to respond to growing community concerns about both student and adult transportation safety behaviors. Staff experimented with more hands-on education events, curriculum activities, and direct outreach to "show" rather than "tell" students when educating them about basic pedestrian and bicycle safety road rules. Here are some examples:

- **Demonstration Bicycle:** Safe Routes staff use an e-assist box bike to move program materials to support sustainability SOV reduction goals and to demonstrate that bicycling can be a viable choice to replace a motor vehicle, even when moving heavy loads. Almost 500 miles have been logged riding the bicycle to various, mostly SRTS-focused community events, while also raising awareness about diverse bicycle types. The box bike functions as an outreach tool, drawing in those who are curious about the vehicle.
- **Safe Routes to School Transportation Safety Mascots:** Purchased with PTA funds, costumes for Coney and Siggy, a traffic cone and traffic signal, are now available for use by SRTS partners for education and encouragement events. These mascots bring levity to the serious work of transportation safety education, creating opportunities for residents and students to approach staff or volunteers with smiles and questions regarding the proper use of the new infrastructure. The hands-on outreach staff provided on-site when the first roundabout was installed in February inspired the development of the traffic safety education mascots as a more effective teaching tool.

Coney and Siggy could be seen “pace biking” in April along the Ross Road Bicycle Boulevard to demonstrate to drivers and cyclists how to share the road safely.

- **Enhanced Outreach:** With community partner and Pedestrian and Bicycle Advisory Committee (PABAC) support, staff organized an all-day Ross Road Bicycle Boulevard education event in April with information tables that was both educational and entertaining. Food, such as “roundabout pancakes,” scooter and bikeshare demonstrations, free bike repair, and support from City planning and engineering staff helped attract 60 to 80 residents to the event. In June, the second iteration of the Bicycle Boulevard education events attracted over 180 participants. The Midtown Transportation Safety Fair at Greer Park featured free bike repair, helmet fitting by Stanford Healthcare and PAMF partners, e-scooter and bikeshare test rides, a PAPD demonstration vehicle, and information tables about Bicycle Boulevards, Safe Routes to School, the City of Palo Alto Public Arts Program, Abilities United, the City of Palo Alto Shuttle, and VTA. Attendees asked questions about upcoming construction, and over 20 residents made Palo Alto 311 service requests at the “Live 311” table and provided feedback on Bicycle Boulevard plans.
- **Education Inroads:** The construction of new roundabouts on Ross Road called for new curriculum development and delivery methods. Staff designed a 5th grade PE lesson using a roundabout layout on the school playing field. Similarly, the YMCA hosted the Lucille Packard Children’s Hospital (LPCH) Safetyville, a small-scale town simulation, and included a mini-roundabout that SRTS staff used to teach students. An all-school morning assembly pilot at Palo Verde Elementary School provided a lesson on how to use the new roundabout. Information on use of the new facilities is being added to all of the 3rd through 8th grade in-school PAUSD bicycle education safety curriculum activities.
- **Expanded Experiential Learning:** Staff piloted a walking field trip program for second graders at Addison Elementary School in place of the previous grade-wide assemblies. This field-based approach, in which students actually practice crossing the street, not only more effectively reinforced basic pedestrian safety skills but offered the added benefit of providing to the community visibility into Safe Routes to School student transportation safety education.
- **Equity and Education:** This year, a Jordan Middle School student from East Palo Alto was injured while riding a bike that was in serious need of maintenance. In response, the SRTS team helped teachers and students set up a bicycle repair clinic and facilitated the donation of bikes and helmets. Staff will also support a student-developed Jordan Walk and Roll Map in Year 2 for East Palo Alto students.

- **Translation and Outreach:** To increase program reach in the Chinese-speaking community, City staff hosted an outreach table at the Chinese New Year Festival and partnered with native Chinese speakers to help disseminate SRTS materials that have been translated into Mandarin.
- **Expanded Middle School Reach:** For the first time this year, by the invitation of PAUSD staff, the 8th Grade Getting to High School Program was presented as an in-school assembly at all three middle schools, not as an optional after-school activity. Expanding this program to all 8th graders had been a key equity goal since the program's inception.
- **Community Responsiveness:** Due to community conversations about student inattentiveness, travel behaviors, and lack of appropriate safety gear, staff overhauled both the middle and elementary school bicycle safety curriculums to emphasize correct behaviors in a more interactive and engaging format.
- **Infrastructure and Education:** The SRTS Partnership collaborates on educational materials when new infrastructure affects school commutes. Attachment B presents a selection of new education resources generated this year.

Infrastructure and Education Case Study: The Terman Bike Box

In June of 2016, the Safe Routes Champion at Terman Middle School and other parents brought to the City/School Traffic Safety Committee concerns about student cyclists crossing mid-block to ride wrong-way on the road and sidewalk of Donald Drive. After consulting with parents, school staff, and residents, a new striping plan was developed to install a green bike box at the intersection to create space for cyclists on the road. Installation occurred in August of 2017, accompanied by notification to residents and the school community, educational materials, and on-site training of students by SRTS staff in concert with the adult crossing guard. Today, the crossing guard sees virtually no student cyclists riding the wrong way on the street or on either sidewalk on Donald Drive.

A comprehensive table of 2017-18 SRTS activities organized by the Six Es is provided below.

Table 1: Safe Routes to School Program Activities, 2017-2018

Activity	Partners (in order of leadership)	Description	Outcomes
Encouragement			
Bike Palo Alto! Helmet Fitting	Palo Alto Green Teams, CPA SRTS, LPCH	Coordinated a bicycle safety education table and offered customized helmet fittings	● Ten 15-minute presentations ● Est. 50 participants

Bike to Work Day	Silicon Valley Bicycle Coalition, CPA SRTS, community volunteers	Coordinated four volunteer-run Energizer Stations and assisted with developing promotional materials targeted to residents and City staff	• All-time high of 2370 cyclists counted at stations • Captured aerial drone footage of Cal Ave energizer station
Fall & Spring Walk & Roll to School Events	PTA, PAUSD, CPA SRTS	Events to encourage families to try walking, biking, carpooling, or transit	• 34 events • Est. 200 volunteers
Middle & High School Back to School Events	PTA, PAUSD, CPA SRTS, PAAPD, Palo Alto Medical Foundation (PAMF)	Commute planning, bicycle licensing, bike check-ups, and helmet fitting	• Five 2-3 hour events
Safe Routes PTA Champion Volunteer Orientation	PTA, CPA SRTS	2.5 hour training for incoming Safe Routes to School Champions	• 12 participants
New Principal Orientations	CPA SRTS, PAUSD	SRTS information session for new principals on how they can support student safety	• Terman, Jordan, Gunn
Parent Outreach Discussions	CPA SRTS, PTA	Met with PTA Safe Routes Champions and others to address on- or off-campus circulation concerns and encourage mode shift	• Greendell • Palo Verde • Ohlone • JLS • Paly • Gunn
Carpool Matching Mobile Application Resource	PTA, CPA SRTS	Matrix comparing currently available mobile apps for carpool matching	• Posted on CPA SRTS website
Education			
Biking with Preschoolers Workshop	CPA SRTS	Bicycle safety education for parents of preschoolers	• One 1-hour presentation • 8 participants
K-2 Pedestrian Safety	Safe Moves, CPA SRTS	Pedestrian safety assemblies for all PAUSD K-2nd graders	• 58 45-minute presentations • 2,340 students
Walk Smart Pedestrian Safety Pilot	Walk Smart, CPA SRTS, PAUSD	On-street walking field trip pilot for Addison second graders	• Four 45-minute classes • 76 students

Getting Ready for the Bike Rodeo	CPA SRTS, PTA, Wheelkids	Bicycle skills class for tentative third graders	• Two classes • 16 students
Bicycle Life Skills Curriculum	CPA SRTS, PAUSD, PAPD, PTA, Stanford, PAMF, Bicycle Outfitter	Three-lesson bicycle safety trainings for all PAUSD 3rd graders	• Approx. 4.5 hours of bike safety education per student • 36 presentations • 861 students
Fifth Grade Bicycle Safety Refresher	CPA SRTS, PAUSD	Bicycle safety assembly for all 5th graders entering middle school	• Twelve 40-60 minute presentations • 926 students
Sixth Grade Back to School Bicycle Safety Orientation	PAUSD, CPA SRTS	Bicycle safety assembly for all 6th graders	• 14 one-hour presentations • 950 students
Middle School Bike Skills	Wheelkids Bicycle Club, CPA SRTS	On-bike safety education for middle school students and parents (opt-in program)	• Six 4.5- hour classes • 86 students • 84 parents
Eighth Grade Getting to High School Event	CPA SRTS, PTA, PAUSD	Bike safety and high school commute planning information for all 8th graders	• Three 2-hour presentations • 1,000 students
YES Conference Outreach	CPA SRTS, PAUSD	Outreach to encourage participation in MTC's Spare the Air Youth Environment & Sustainability conference by PAUSD students	• Presentations to 1 leadership class & 2 AVID classes as Jordan MS
Bringing Up Bicyclists	PTA, CPA SRTS	Bicycle safety education for parents of elementary-age children	• One 2-hour presentation • 10 participants
Bike Rodeo Captain Training	CPA, PTA	Prepared Bike Rodeo Captains for Bike Rodeo event coordination at their school	• 5 trainings • 11 schools trained
Bike to Work Day Employee Bike Commute Workshop	Silicon Valley Bicycle Coalition, CPA SRTS	Bike safety education for City Employees interested in bike commuting	• One 1-hour presentation • 10 participants

Palo Alto Library Walk & Roll Map Update	CPA SRTS, Palo Alto Library	Assist in 2018 update of Library Walk and Roll Map	• Distributed over 900 in Bike to Work Day bags and at outreach events • Posted on SRTS website
Educational Materials for New Infrastructure	CPA SRTS, Transportation staff	Developed educational materials to encourage safe use of new infrastructure, including the Walter Hays protected intersection, Terman bike box, Ross Rd Bicycle Boulevard, and raised crosswalks	• See Attachment B for example posters and flyers
SRTS Website Update	CPA SRTS, PCE	Update of SRTS website including new pages for Walk and Roll Maps, Enforcement, Data, and Partners	• More succinct, user-friendly website design
Terman On-site Bike Box Education	CPA SRTS, PAPD Crossing Guard	On-street education of student cyclists after installation of bike box and new traffic signal timing	• Approx. 100 students • 4 sessions
On-site Roundabout Education	CPA SRTS, PTA	On-street education of student cyclists after installation of roundabout	• Approx. 150 students • 3 sessions
Palo Verde Information Table & Morning Assembly Event	CPA SRTS, PAUSD	Parent information table and coffee prior to schoolwide morning assembly educating school community about new roundabout	• 402 students • 20 parents
Palo Verde Roundabout PE Lesson	CPA SRTS, PAUSD	Developed and delivered roundabout curriculum for all 5th graders during PE	• 30-minute walk-through lessons • 75 students
Safetyville & Roundabout Education Event	CPA SRTS, Ross Rd YMCA, Stanford, LPCH	Pedestrian and bicycle safety lessons using child-scale mock-up of intersection types	• Two-hour event • 50 children
Ross Rd Orientation: Tabling/Bikeshare /Roundabout Education Event	CPA SRTS, PTA, PABAC, PAPD	Education and outreach for residents and users of the new bicycle boulevard	• Nine-hour event • 50 residents • 20 youth

Midtown Transportation Safety Fair	CPA SRTS, PTA, PABAC, PAPD	Education and outreach for residents and users of the new bicycle boulevard	• Four-hour event • 184 participants
Traffic Safety Education Mascots	CPA SRTS, PTA	Education and outreach mascots	• 20 hours of pace biking
Engineering			
2012 Bicycle + Pedestrian Transportation Plan Projects	Transportation staff, Public Works staff	Improvements identified by the community to enhance walking and bicycling	• Ongoing design feedback • CSTSC input
Neighborhood Traffic Safety & Bicycle Boulevard Program	Transportation and Public Works staff	Bicycle Boulevard projects that prioritize improvements for school children, pedestrians, and people on bicycles	• Ongoing design feedback • CSTSC input • Education/outreach assistance
Complete Streets Projects	Public Works staff with Transportation staff input	Roadway maintenance projects that consider all road users, including people on foot or on bicycles	• Ongoing design feedback • CSTSC input • Education/outreach assistance
Safe Routes to School Projects	Transportation and Public Works staff	Projects on school routes arising from VERBS grant analysis and from PAUSD or PTA requests	• Ongoing design feedback • CSTSC input • Education/outreach assistance
Palo Alto 311 Service Requests	CPA SRTS	Requests for improvements on school routes submitted by the community	• 52 requests since June, 2017
SRTS Site Assessments	CPA SRTS	Generate updated Walk and Roll Maps and document infrastructure needs at 2 schools per year.	• Site assessments completed at Duveneck and Ohlone
Pedestrian and Bicycle Advisory Committee (PABAC) Support	CPA SRTS	Monthly reports of SRTS activities and collision data given to advisory committee	• Reports at monthly PABAC meetings

Policy Work in Support of Engineering	CPA SRTS, PTA, PAUSD	Meetings to advance improved infrastructure for active commutes	- One Stanford GUP briefing at CSTSC - Two meetings with PAUSD/PTA on SRTS policy
Enforcement			
Adult Crossing Guards	PAPD	Crossing guards for elementary and middle school students at qualifying intersections	29 crossing guards
Juvenile Diversion Program	PAPD, Traffic Safe Communities Network of Santa Clara County	“Traffic School” for youth with on-bike citations	20 Participants
Monthly Collision Reporting	PAPD	Bicycle and pedestrian collision data shared monthly with Safe Routes/Transportation staff	Monthly reports
Traffic Law Enforcement	PAPD	Enforcement of traffic laws for both drivers and bicyclists	56 citations (mostly helmet violations)
Evaluation			
Classroom Commute Tallies	CPA SRTS, PAUSD	Increased response rate of online collection of commute mode tallies for all PAUSD students	See Table 4
Ongoing Program Evaluation	CPA SRTS	Post-program surveys of teachers, administrators, and volunteers	67 Evaluations
Parked Bicycle Counts	PTA, CPA SRTS	Counts of parked bicycles at all PAUSD schools	See Table 3
Equity			
Bike, Helmet, & Bike Light Giveaways	CPA SRTS, PAUSD, PTA, Palo Alto Bicycles, Gunn ReCycle	Donations by SRTS partners for distribution to students in need of equipment	25 bike lights to PAPD 72 bicycles via Gunn ReCycle
Bike Repair	Bay Area BikeMobile, VeloFix, PTA, CPA SRTS	Free school-based bicycle repair clinics that engage students in hands-on bike repair	5 schools 100 bikes repaired

Greendell Programming	CPA SRTS, PAUSD	Initiated Train-the-Trainer curriculum development for ESL classes, held walkabouts for Walk and Roll Map production, and identified Safe Routes to School Champion	• 2 walk audits • 1 community survey planned
Materials Translation	Metropolitan Transportation Commission, Spare the Air Youth Staff, CPA SRTS	Translation of educational, map, and evaluation materials into Spanish and Mandarin	• 8 documents translated • 150 Mandarin flyers shared at Chinese New Year Festival
Jordan Middle School Programming	CPA SRTS, PAUSD, VeloFix, Gunn ReCycle, LPCH	Middle school classroom activities and bicycle repair workshop at request of Jordan teacher	• 1 repair clinic • 33 students • 32 helmets and 20 bicycles donated by partners
Chinese New Year Festival Table	CPA SRTS, PTA	SRTS information table with translated materials and native Chinese speakers	• Second annual appearance • 30 interactions

Source: Planning and Community Environment Department, July 2018

Program Evaluation

As shown in Table 2, the 2017-18 education programs touched approximately 6,077 students, or roughly 49% of total PAUSD enrollment. To further increase program reach, 2018-19 strategies will include expanding secondary programming to enhance middle school curriculum and explore high school educational opportunities.

Table 2: Safe Routes to School Core Education Program Reach

Program	Number of Lessons/ Assemblies	Number of PAUSD Students Taught
K-2 Pedestrian Safety	58	2,340
Third Grade Bicycle Life Skills Curriculum	36	861
Fifth Grade Bicycle Refresher	12	926
Sixth Grade Back to School Bicycle Safety Orientation	14	950
Eighth Grade Getting to High School Event	3	1,000
Total for Core Education Programs	123	6,077

Source: Planning and Community Environment Department, May 2018

In addition to post-program surveys of teachers, administrators, and volunteers, the Partnership collects data to estimate levels of school commute alternative mode use. Tables 3 and 4 present yearly alternative mode share/shift, calculated by using classroom travel tallies and bike rack counts each fall. Bike rack counts are administered by PTA volunteers calculating the number of parked bikes at their school. More detailed SRTS data can be found in Attachment C.

Table 3: 2017 Parked Bicycle Counts at PAUSD Schools

School Type	2017 Parked Bikes	% Biking	% pt. + or – since 2016-17
Elementary	785	16%	0
Middle	1,500	50%	+1
High	1,616	40%	-4*
Total	3,901	31%	-2

Source: Planning and Community Environment Department, April 2018

*Both the Gunn and Paly bike counts were lower this year at 42% and 38%, respectively.

Classroom travel tallies are administered by teachers through a show of student hands. In 2016-17, new online data gathering methods for the classroom travel tally helped expand the program's capacity to conduct travel tallies at the secondary level. The City has a goal of reaching a mean district response rate of 70%. The mean tally response rate was 49% in the first year of this effort; this year the mean district response rate was 65%. Table 4 shows the travel mode percentages aggregated by school type for the current school year.

Table 4: 2017 PAUSD Classroom Tally of Mode to School

	Walk Scooter Skate (%)	Bike (%)	Carpool (%)	Transit (%)	Drive (%)	Resp. Rate (%)	Alt. Transp. Mode (%)	Alt. Mode Shift + or – since 2016- 17 (%)
Elem.	25	15	2	5	53	72	47	1
Middle	13	56	3	5	22	66	77	-1
High	7	52	6	5	29	57	70	0.5
Average	15	41	4	5	35	65	65	0.17

Source: Planning and Community Environment Department, April 2018

Data Interpretation

Weather variations, date of data collection, absenteeism, classroom tally participation rates, school-based special events, volunteer-based calculation errors, and whether bicycles are left in the rack or removed during the school day impact the validity of these results. This year, the fall Palo Alto High School (Paly) bike count was taken a month later than usual and after rain,

possibly depressing the number of parked bikes counted from last year's 44% to this year's 38% of enrollment. Combining Paly and Gunn High School counts, SRTS Champions counted 91 fewer high school bikes. Interestingly, the high school classroom tally, taken earlier in the fall, showed bicycle mode shares of 51% at Gunn and 54% at Paly. This wide difference between the bike counts and travel tallies exposes the differences between the two types of data.

Importantly, the small mode shift changes across all school levels are well within the norm of data fluctuations and suggest sustained levels of alternative mode use at a rate that is more than twice the national average. Nevertheless, the relatively high use of the family car for school commutes of two miles or less particularly at the elementary level continues to represent a growth area for the program, and staff is investigating programming to increase carpooling by those with longer commutes and small children. During the continued construction of the Neighborhood Traffic Safety and Bicycle Boulevard projects, the SRTS Partnership will seek to:

- Sustain alternative mode share numbers and
- Provide bicycle, pedestrian and driver safety education to accommodate the buildout of infrastructure appropriate for such high levels of alternative transportation.

Discussion

Adopted SRTS Objectives, 2018-2022

The 2018 Five-Year Work Plan that was reviewed and accepted at the April 19, 2018, City School Traffic Safety Committee (CSTSC) meeting will serve as a roadmap for the program's development. The goal of the plan is to grow and strengthen community-wide support through the SRTS Six E's model for safe, active, healthy, and sustainable school commutes. The seven objectives of the Five-Year Plan are listed below. To accommodate partner feedback, Objective 7 was added to the plan this year to reflect the Partnership's commitment to reach as many students as possible. The Safe Routes to School Partnership will advance these objectives through various strategies while providing core programming and assisting with other outreach and engagement efforts as needed, including Connecting Palo Alto, the Charleston-Arastradero Corridor Project, and the Neighborhood Traffic Safety and Bicycle Boulevard Project. The detailed work plan is presented in Attachment A.

1. Adopt and institutionalize key SRTS practices and policies across the Partnership and gather best practices from elsewhere
2. Provide, continue, and enhance school and community-based SRTS education programs, materials, and communications
3. Expand and enhance SRTS events, encouragement programs, and materials to communicate the value of SRTS to parents, students, and the community
4. Gather data to assess and improve SRTS program outcomes

5. Engineer routes to school to develop a more safe and efficient network for families choosing active transportation
6. Increase awareness and engagement between City Departments and the community to advance awareness of the SRTS mission, goals, and strategies
7. Commit to an equitable distribution of SRTS resources to encourage broad SRTS community participation

Key activities for Year 2 include the development of a localized parent survey to identify challenges to more active transportation, the initiation of two new site assessments with associated Walk and Roll map updates, and a new PAPD traffic enforcement strategy to support students who walk and bike to school.

Policy Implications

This program is consistent with key transportation goals in the City's *Comprehensive Plan 2030*, including creating a sustainable transportation system, reducing congestion, and providing a safe environment for all road users. Specific policies and programs include:

- Policy T-1.16: Promote personal transportation vehicles as an alternative to cars (e.g. bicycles, skateboards, roller blades) to get to work, school, shopping, recreational facilities and transit stops.
- Program T-1.16.4: Participate in local and regional encouragement events such as Palo Alto Walk and Rolls, Bike to Work Day, and Bike Palo Alto! that encourage a culture of bicycling and walking as alternative to single-occupant vehicle trips.
- Policy T1.19: Provide facilities that encourage and support bicycling and walking.
- Program T1.19.2: Prioritize investment for enhanced pedestrian access and bicycle use within Palo Alto and to/from surrounding communities, including by incorporating improvements from related city plans, for example the 2012 Palo Alto Bicycle + Pedestrian Transportation Plan and the Parks, Trails & Open Space master Plan, as amended, into the Capital Improvements Program.
- Policy T-2.7: Work with the PAUSD to resolve traffic congestion issues associated with student drop-off and pick-up. Address pedestrian and bicycle access, circulation and related issues such as coordinating bell schedules on City rights-of-way adjacent to schools and on PAUSD property.
- Program T6.1.1: Follow the principles of the Safe Routes to Schools program to implement traffic safety measures that focus on safe routes to work, shopping, downtown, community services, parks, and schools including all designated school commute corridors.
- Program T6.1.2: Develop, distribute, and aggressively promote maps and apps showing safe routes to work, shopping, community services, parks and schools within Palo Alto in collaboration with stakeholders, including PAUSD, major employers, TMA's, local businesses and community organizations.

- Policy T-6.2: Pursue the goal of zero severe injuries and roadway fatalities on Palo Alto city streets.
- Policy T-6.4: Continue the Safe Routes to School partnership with PAUSD and the Palo Alto Council of PTAs.
- Policy T-6.5: Support PAUSD adoption of standard Safe Routes to School policies and regulations that address the five E's of education, encouragement, enforcement, engineering and evaluation.
- Program T6.6.2: Continue to provide educational programs for children and adults, in partnership with community-based educational organizations, to promote safe walking and the safe use of bicycles, including the City-sponsored bicycle education programs in the public schools and the bicycle traffic school program for juveniles.
- Program T6.6.3: Work with PAUSD and employers to promote roadway safety for all users, including motorized alternatives to cars and bikes such as mopeds and e-bikes, through educational programs for children and adults.

Timeline

The Safe Routes to School Partnership supports an ongoing, year-round program which includes both engineering and programmatic elements. A timeline of recently completed and upcoming infrastructure projects that reduce risk to students is included in Table 5. The Neighborhood Traffic Safety and Bicycle Boulevard Phase 1 project is noted as NTSBB1 in the table.

Table 5: SRTS Infrastructure Project Timeline

Project	School Routes to be Improved	Completion Date or Future Construction Start
Churchill Avenue Enhanced Bikeway, Phase 0	Palo Alto HS	Completed April 2016
Cowper Street at Coleridge Avenue High-visibility Crosswalks	Walter Hays	Completed April 2016
Georgia Ave High-visibility Crosswalk and Curb Extension	Terman MS Gunn HS	Completed Summer 2016
Los Robles Avenue Bikeway Enhancements	Briones Terman MS Gunn HS	Completed Summer 2016
Park Boulevard Bicycle Boulevard Early Implementation (Stanford Avenue to Cambridge Avenue)	Jordan MS Palo Alto HS	Completed Summer 2016
Middlefield Road and North California Avenue Complete Street Project	Jordan MS Palo Alto HS	Completed Fall 2016
Garland Drive Sharrows	Jordan MS	Completed Winter 2017
Overcrossing/Undercrossing Improvements	Jordan MS Palo Alto HS	Completed August 2017

Arastradero Road at Donald Drive Spot Safety Improvements	Terman MS	Completed September 2017
Cowper Street at Coleridge Avenue Traffic Circle Trial	Walter Hays	Completed September 2017
Colorado Avenue at Sandra Place Spot Safety Improvements	Ohlone	Completed July 2018
Amarillo Avenue-Moreno Avenue Bicycle Boulevard	El Carmelo Ohlone Palo Verde	Under construction as part of NTSBB1*
Bryant Street Bicycle Boulevard Upgrade (Menlo Park City Limits to East Meadow Road)	Addison El Carmelo JLS MS Jordan MS Palo Alto HS Gunn HS	Under construction as part of NTSBB1*
Louis Road-Montrose Avenue Bicycle Boulevard	Fairmeadow JLS MS Gunn HS	Under construction as part of NTSBB1*
Ross Road Bicycle Boulevard	El Carmelo Ohlone Palo Verde Jordan MS Gunn HS Palo Alto HS	Under construction as part of NTSBB1*
Channing Avenue and St Francis Drive Enhanced Bikeway	Duveneck	Summer 2018
Charleston-Arastradero Corridor Project Phase 1 and 2	Barron Park Briones Hoover Fairmeadow JLS MS Terman MS Gunn HS	Summer 2018
Bryant Street Bicycle Boulevard Extension (East Meadow Drive to San Antonio Road)	Fairmeadow Hoover JLS MS Gunn HS	Fall 2018
Churchill Avenue Enhanced Bikeway, Phase 1	Palo Alto HS	Fall 2018
Maybell Avenue Bicycle Boulevard	Briones Terman MS Gunn HS	Summer 2019 as part of NTSBB2
Park Boulevard-Wilkie Way Bicycle Boulevard	Barron Park Briones	Summer 2019 as part of NTSBB2

	Terman MS Gunn HS	
Stanford Avenue Bicycle Boulevard	Barron Park Briones Terman MS Gunn HS	Summer 2019 as part of NTSBB2
Charleston-Arastradero Corridor Project Phase 3	Barron Park Briones Hoover Fairmeadow JLS MS Terman MS Gunn HS	Summer 2019
Churchill Avenue Highway-Railroad Crossing Safety Improvement Project	Palo Alto HS	Fall 2019
East Meadow Drive and Fabian Way Enhanced Bikeway	Fairmeadow Hoover Palo Verde JLS MS Gunn HS	January 2020

**Additional information on these items will be provided to the City Council prior to the study session.*

Source: Planning and Community Environment Department, July 2018

Resource Impacts

The City's Safe Routes to School team currently consists of one full-time and two part-time coordinators for a total of 2.0 FTE (full time equivalent). The FY2019 Proposed Capital Budget includes \$128,354 for the Safe Routes to School CIP Project, PL-00026, and proposes funding through Fiscal Year 2023, for a five year total of \$1.83 million for this project. The FY2019 Proposed Budget is subject to adoption by the City Council, which is currently scheduled for June 18. The CIP project allows for strategic investments in school route safety infrastructure, such as crosswalks, pedestrian flashing beacons, improved signage, and street markings.

Safe Routes to School infrastructure projects are financed through a variety of means, including the Safe Routes to School CIP, street maintenance program, Bicycle + Pedestrian Transportation Plan Implementation CIP, and through several grant programs.

Environmental Review

This agenda item is for City Council review and input and is not a "project" requiring review under the California Environmental Quality Act (CEQA).

Attachments:

Attachment A: 2018 SRTS Five-Year Work Plan (PDF)

Attachment B: Sample Education Resources (PDF)

Attachment C: 2017-18 Secondary School Bike Count Graphs (PDF)

2018 PALO ALTO SAFE ROUTES TO SCHOOL CITY/PTA/PAUSD PARTNERSHIP FIVE-YEAR WORK PLAN*

MISSION

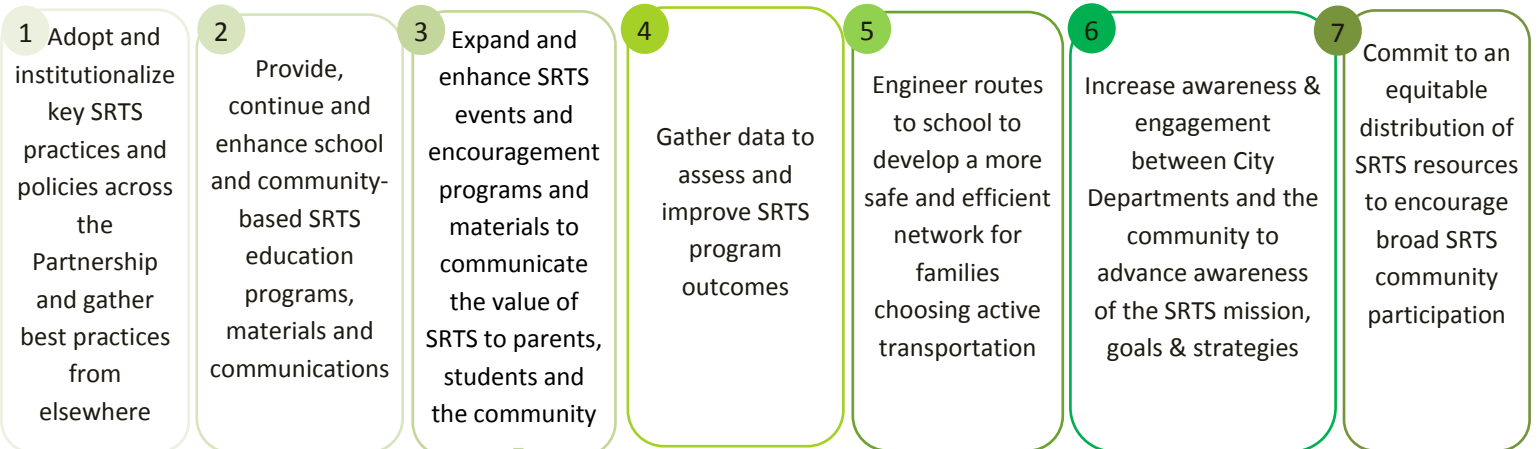
To enhance and sustain the City / PAUSD / PTA community partnership to reduce risk to students en route to and from school, and to encourage more families to choose healthy, active, sustainable alternatives to driving solo more often.



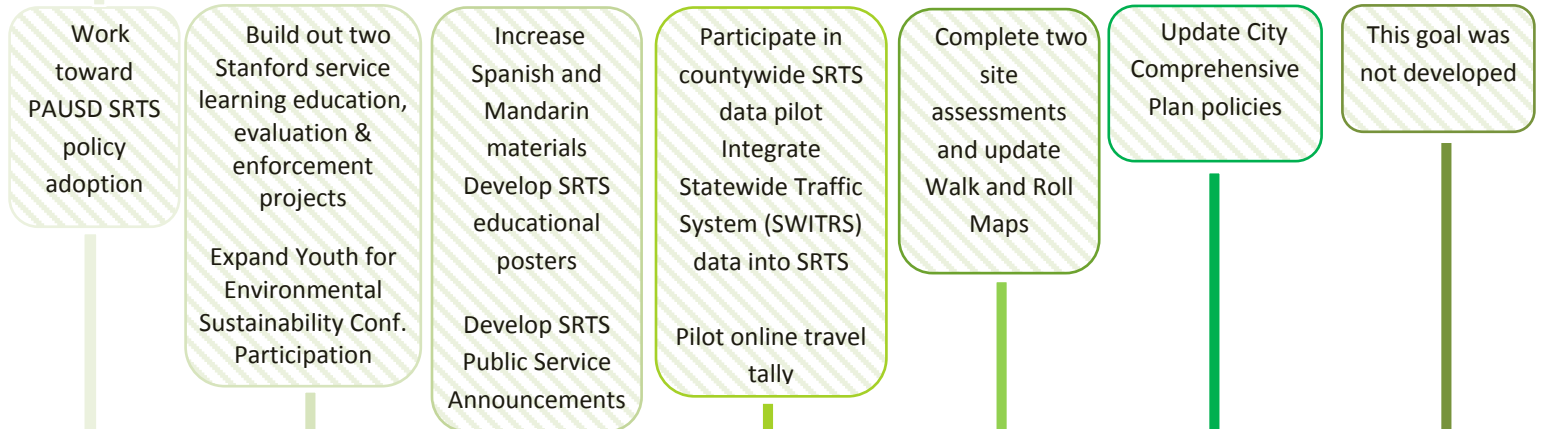
GOAL

To grow and strengthen community-wide support through the SRTS E's model for safe, active, healthy, sustainable school commutes

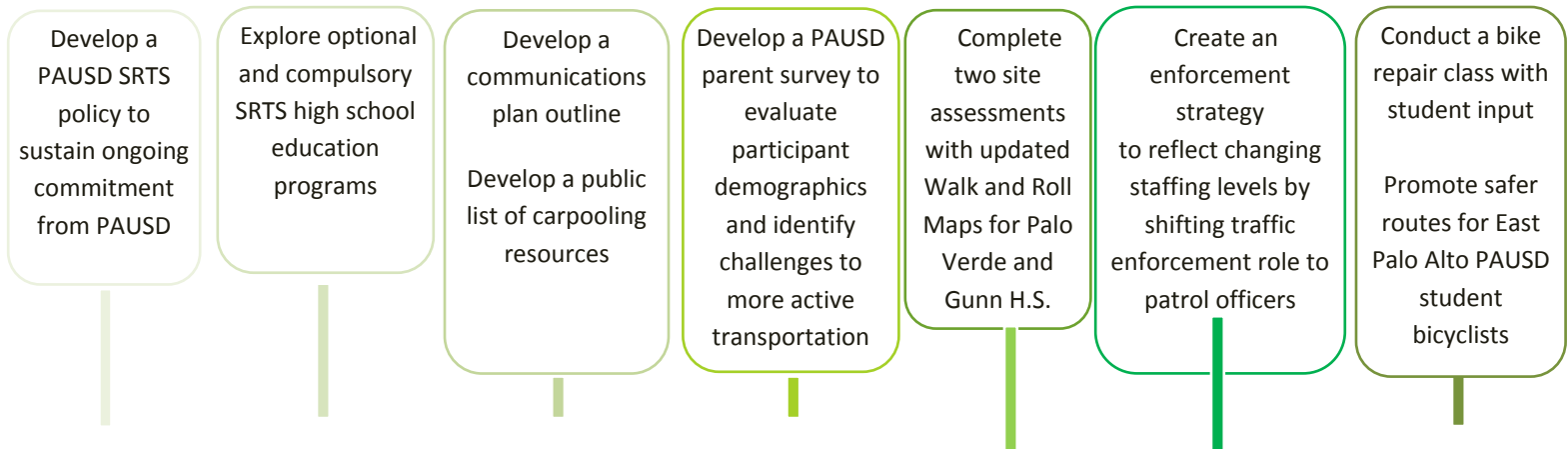
OBJECTIVES



YEAR 1 STRATEGIES: 7/1/17-6/30/18 – TO BE COMPLETED BY 6/30/18



YEAR 2 STRATEGIES: 7/1/18-6/30/19



*Five-Year Work Plan goals and strategies depend on the Safe Routes to School Partnership's funding and capacity, and may be subject to change as demand dictates.

2018 PALO ALTO SAFE ROUTES TO SCHOOL CITY/PTA/PAUSD PARTNERSHIP FIVE-YEAR WORK PLAN

YEARS 3-5 STRATEGIES: 7/1/19-6/30/22

This strategy has not yet been developed

Explore 2019-20 optional and compulsory SRTS Middle School education programs

Develop Back to School Night presentation slide
Ensure standard SRTS language included in all PAUSD websites and parent handbooks

Develop a behavior change-focused SRTS infographic
Develop an interactive SRTS Google map

PAUSD develops a yearly CSTSC presentation to assess transportation impacts from school attendance, boundary changes and overflow

Develop a crossing guard training and curriculum to standardize how crossing guards perform common tasks.

Develop plan and program to outreach to audiences with special needs

ONGOING STRATEGIES

Goal 1: Adopt and institutionalize key SRTS practices and policies across the Partnership and gather best practices from elsewhere

- Support SRTS Champions/Teams at each school site
- PTA advocates for rebuilding the PAPD traffic team
- PTA inspires action and educates potential leaders about public process, governance and SRTS Advocacy
- Support increased uniform patrol presence to encourage and enforce compliance with existing laws
- Revisit, renew and confirm the roles of the Partnership through the Five-Year Work plan
- Maintain the City School Traffic Safety Committee as a forum to further the Safe Routes Partnership's mission, goals and strategies
- Improve communication of the policy and policy dissemination

Goal 2: Provide, expand and enhance school and community-based SRTS education programs and materials

- Cultivate a community of parents and others to build a network of skilled leaders for education and advocacy
- Support active transportation events during the year by setting up information tables, assisting families with route planning and responding to infrastructure concerns
- Maintain K-2 in-class educational offerings and optimize the program to match student capabilities, support educational best practices and incorporate infrastructure updates
- Maintain 3rd grade Bicycle Life Skills Curriculum in-class and optimize program to match student capabilities, support educational best practices and incorporate infrastructure updates
- Maintain 5th grade in-class educational offerings and optimize the program to match student capabilities, support educational best practices and incorporate infrastructure updates
- Maintain 6th grade in-class educational offerings and optimize programs to match student capabilities, support educational best practices and incorporate infrastructure updates
- Maintain 8th grade offerings and optimize programs to match student capabilities, support educational best practices and incorporate infrastructure updates
- Align parent messages with student educational programming
- Grow Youth for Environmental Sustainability Conference participation
- Build out bus/shuttle resources and assist with schedules

Goal 3: Expand and enhance SRTS encouragement programs and materials to communicate the value of the SRTS program to parents and across the community

- Support Spring Walk & Roll Week
- Support Fall Walk & Roll Week
- Support Bike to Work Day
- Support Bike Palo Alto
- Communicate program activities and successes to the broader community

2018 PALO ALTO SAFE ROUTES TO SCHOOL CITY/PTA/PAUSD PARTNERSHIP FIVE-YEAR WORK PLAN

- Use Walk and Roll Maps and “Safety Tips for Peds/Bikes/Drivers” as part of messaging
- Employ purposeful incentives to support SRTS participation
- Communicate the value of bicycling, walking, transit and sharing rides
- Enhance website functionality and user experience.
- Support parent education, including Back to School Nights, spring information nights for rising 5th, 6th and 7th graders and providing SRTS information in Back to School packets.

Goal 4: Gather data to assess and improve SRTS program outcomes

- Incorporate traffic and engineering data into mode split and modal share assessments
- Explain the purpose of data collection to PAUSD administrators and share the data in a way that encourages and does not compare schools
- Conduct yearly online travel tallies for PAUSD grades K-12
- Conduct yearly bike counts
- Submit yearly travel tally data to the Santa Clara County Health Department
- Manage local and administrative data requests

Goal 5: Engineer routes to school to develop a more safe and efficient network for families choosing active transportation

- Assist with bicycle infrastructure design review to inform the planning process.
- Design and provide materials and education about new infrastructure improvements
- Advocate as a Partnership for the rapid implementation of bike network, bike boulevards and arterial projects
- Respond to Palo Alto 311 requests.
- Conduct community site visits
- Update school Walk and Roll Maps upon request
- Provide crossing guard management, including assessing needs, developing contracts and replying to public feedback

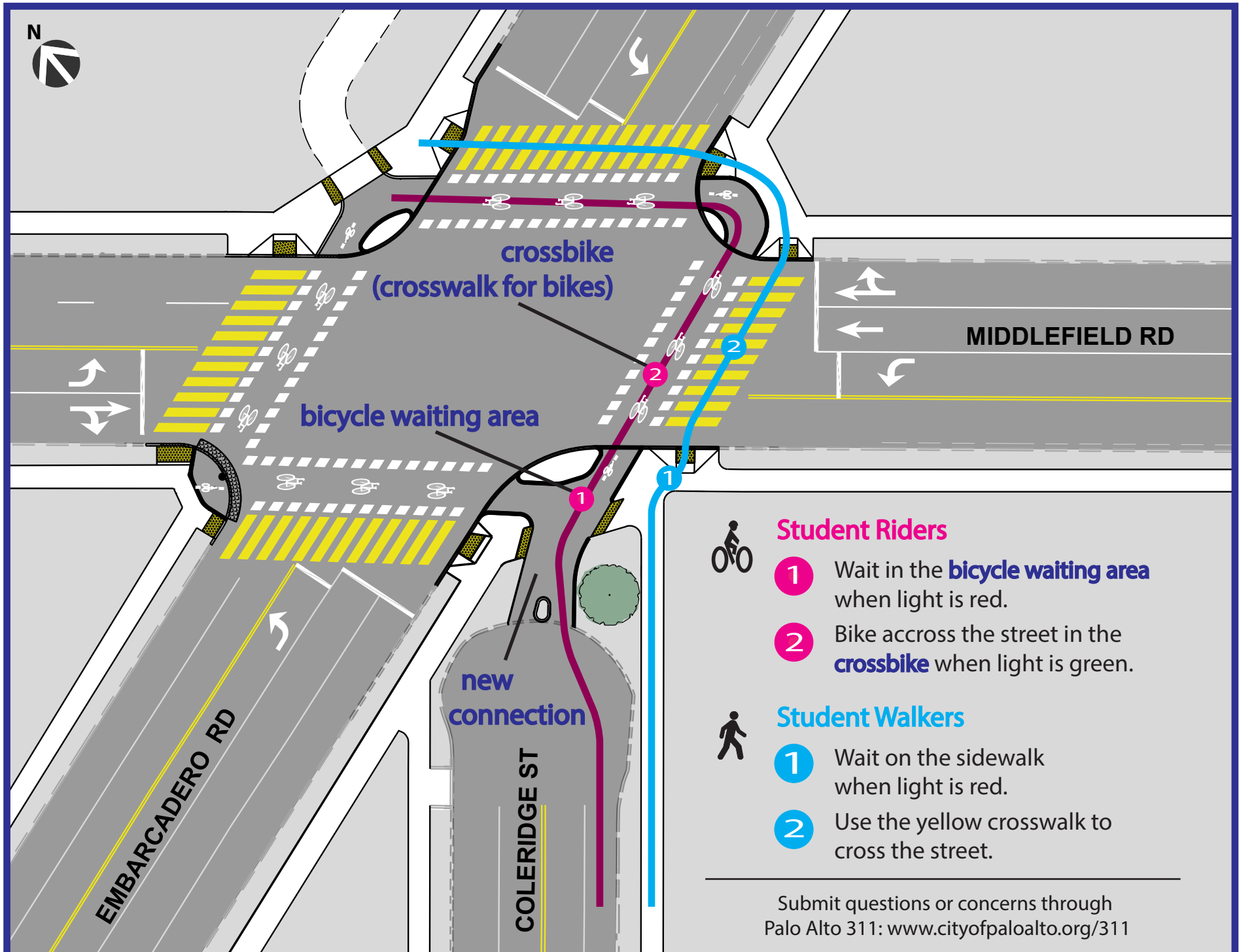
Goal 6: Deepen SRTS awareness and engagement across City Departments and among community representatives to advance and institutionalize awareness of the SRTS mission, goals and strategies

- Support the build-out of the City of Palo Alto Bicycle and Pedestrian Transportation Plan
- Provide students and families with transit system information and offer guidance on proposed transit changes
- Model walking, biking, carpool and transit through daily transportation decisions
- Assist with plans to develop a more efficient roadway network for families choosing active transportation.
- Collaborate with local agencies, including public works, utilities, law enforcement and district officials to support motorists, pedestrians, and bicyclists
- Update SRTS Onboarding Manual
- Promote awareness of Traffic Safety Control guidelines
- Integrate SRTS into long range planning efforts
- Integrate SRTS into current planning efforts

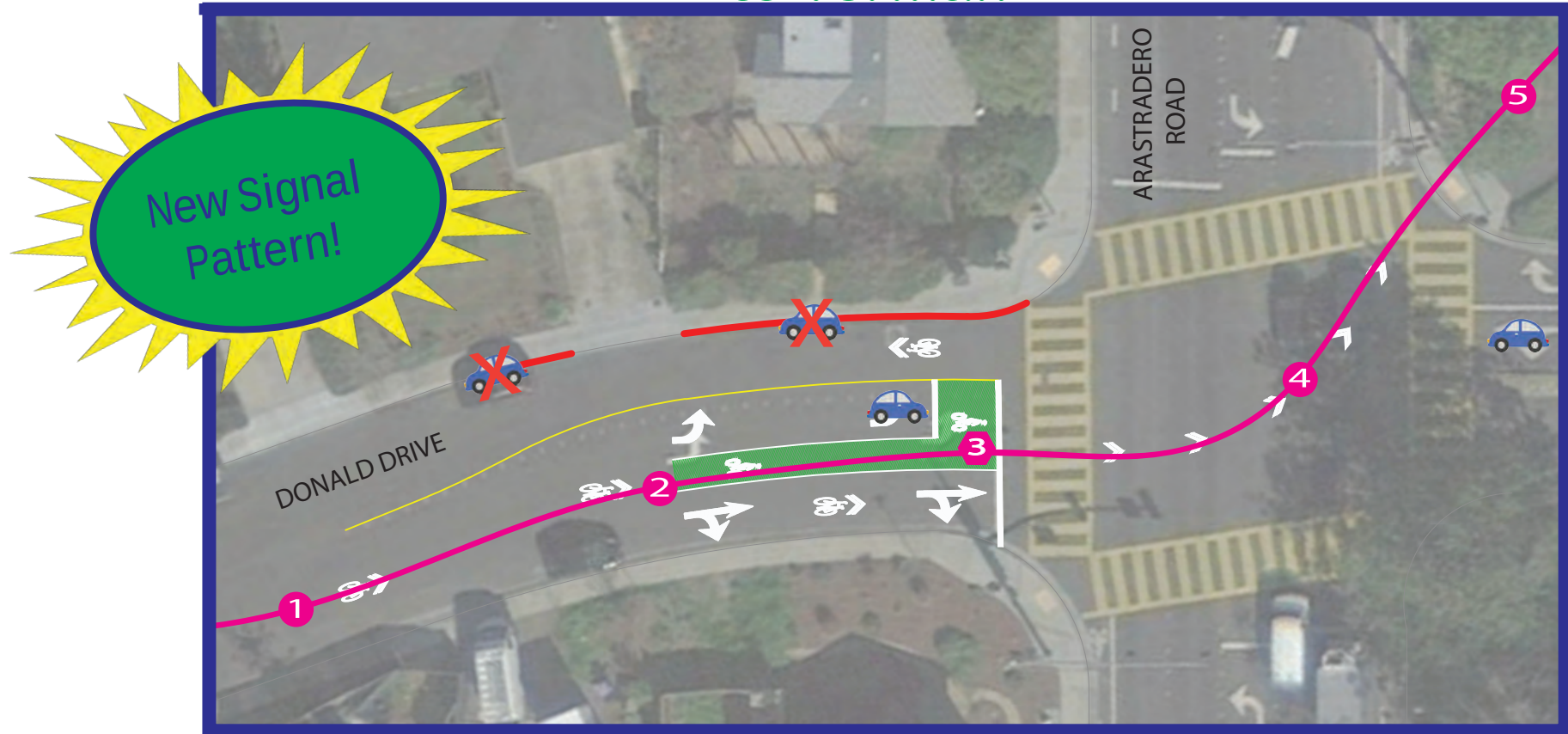
Goal 7: Commit to an equitable distribution of SRTS resources to encourage broad SRTS community participation

- Develop Spanish and Chinese language materials
- Promote a “no-guilt approach” to encourage participation via all transportation modes
- Support free services, such as bike repair, helmet and bike light distribution and compulsory education to ensure that under-resourced students can access important safety resources in a way that does not stigmatize them
- Ensure ongoing awareness regarding the geographic distribution of SRTS staff time and resources among Palo Alto regions and across neighborhoods
- Support off-site free or low-cost alternative commute transportation services that are targeted to at-risk families

How to Cross Middlefield and Embarcadero



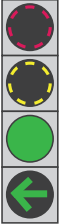
How to use the Bike Box to Terman



New Signal Pattern: Green lights on Donald and Terman will begin running separately starting early September. The new pattern will be: 1) Donald, 2) All-walk phase, 3) Terman, 4) Arastradero

Cyclists:



- 1** Cycle on right side of street, not on sidewalks.
- 2** Look over left shoulder for cars coming from behind. Signal left.
Merge into green lane.
- 3** Line up in green box during red light, as far left as possible, or in green lane. Wait for green light.
- 4**  **Turn left by bike with green arrow.**
- OR**
-  **Dismount and walk with crossing guard during all-walk signal.**
- 5** Proceed cautiously to multi-use path. Yield to pedestrians.

Drivers:



Wait behind the bike box.
Yield to cyclists in front of you.



No parking at the new red curbs on Donald

Submit questions or concerns through Palo Alto 311:
www.cityofpaloalto.org/311



SEEN THE NEW **RAISED** **CROSSWALKS** ?

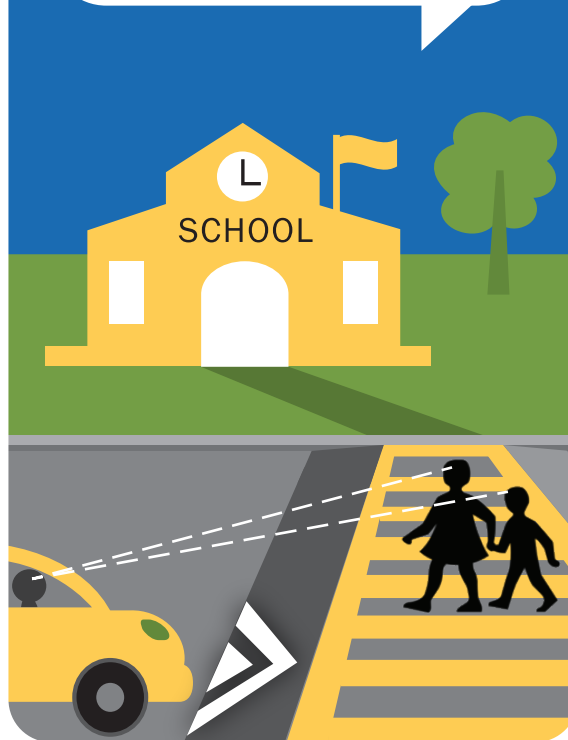
A raised crosswalk is a speed hump with a crosswalk on top. Drivers slow down, so they are more likely to stop for people crossing. It is safer and easier to cross the street on a raised crosswalk.

What to know about raised crosswalks...

Raised crosswalks have a speed hump marking to alert drivers and cyclists to slow down.



People in a raised crosswalk are easier to see and stop for because they are higher than the rest of the roadway.



It is easy to cross the street at a raised crosswalk because there are no ramps to go up or down.



If you're crossing...

Use a raised crosswalk like any other crosswalk.

Look left, right, left again, then cross when it's safe.

Make eye contact with drivers and bicyclists before stepping into the crosswalk. Make sure they've seen you and are waiting for you to cross.

Pay attention to your surroundings.

What's a Bicycle Boulevard?

As defined in the City of Palo Alto's [Comprehensive Plan 2030](#) adopted by City Council on November 13, 2017, a bicycle boulevard is "a low volume through-street where bicycles have priority over automobiles, conflicts between bicycles and automobiles are minimized, and bicycle travel time is reduced by the removal of stop signs and other impediments to bicycle travel." [Palo Alto's Bicycle Network, defined in the 2012 Bicycle and Pedestrian Transportation Plan](#) is made of several types of bicycle facilities, including bike lanes, multi-use paths, bike routes, and bicycle boulevards.

How do I drive safely on a bike boulevard?

- Expect people on bikes to be in the travel lane.
- Obey the posted speed limits.
- Pass people on bikes only when it is safe. California law requires three feet of space between you and the bicycle.
- Do not pass a person on a bike if:
 - you are going through narrow areas
 - you would have to cross a double yellow line
 - there is not enough space to pass
 - there is oncoming traffic
- Do not honk at cyclists unless you are warning of imminent danger.



How do I bike safely on a bike boulevard?

- Ride in a straight line in the travel lane so that you are highly visible and out of the "door zone." The large "Bike Blvd" stencils indicate where you should be positioned in the lane.
- Do not ride on the sidewalk or so far to the curb that you have to swerve back into the travel lane when you encounter a parked car or a curb extension.
- Obey all stop signs and signal your turns.

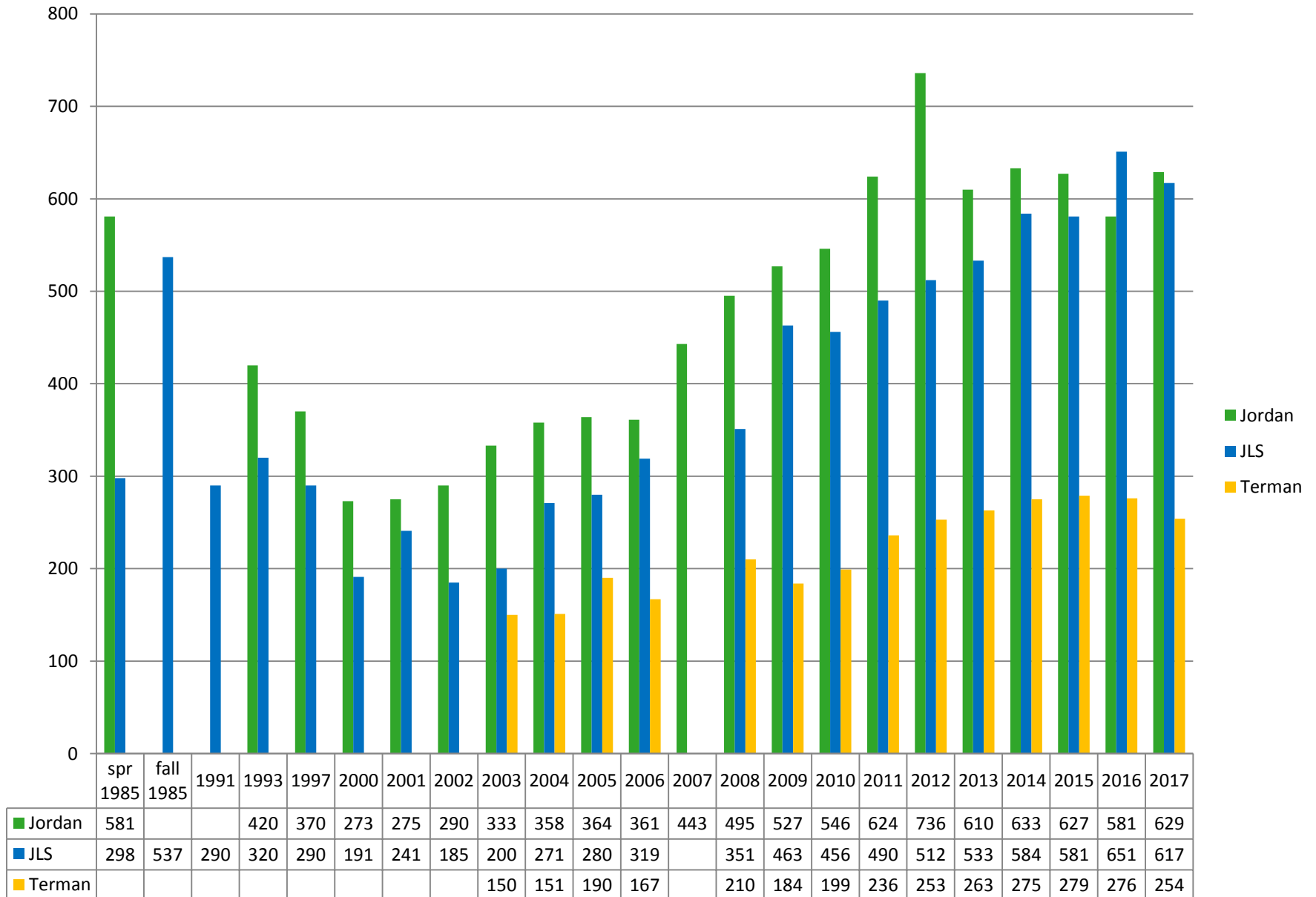


What about the roundabouts?

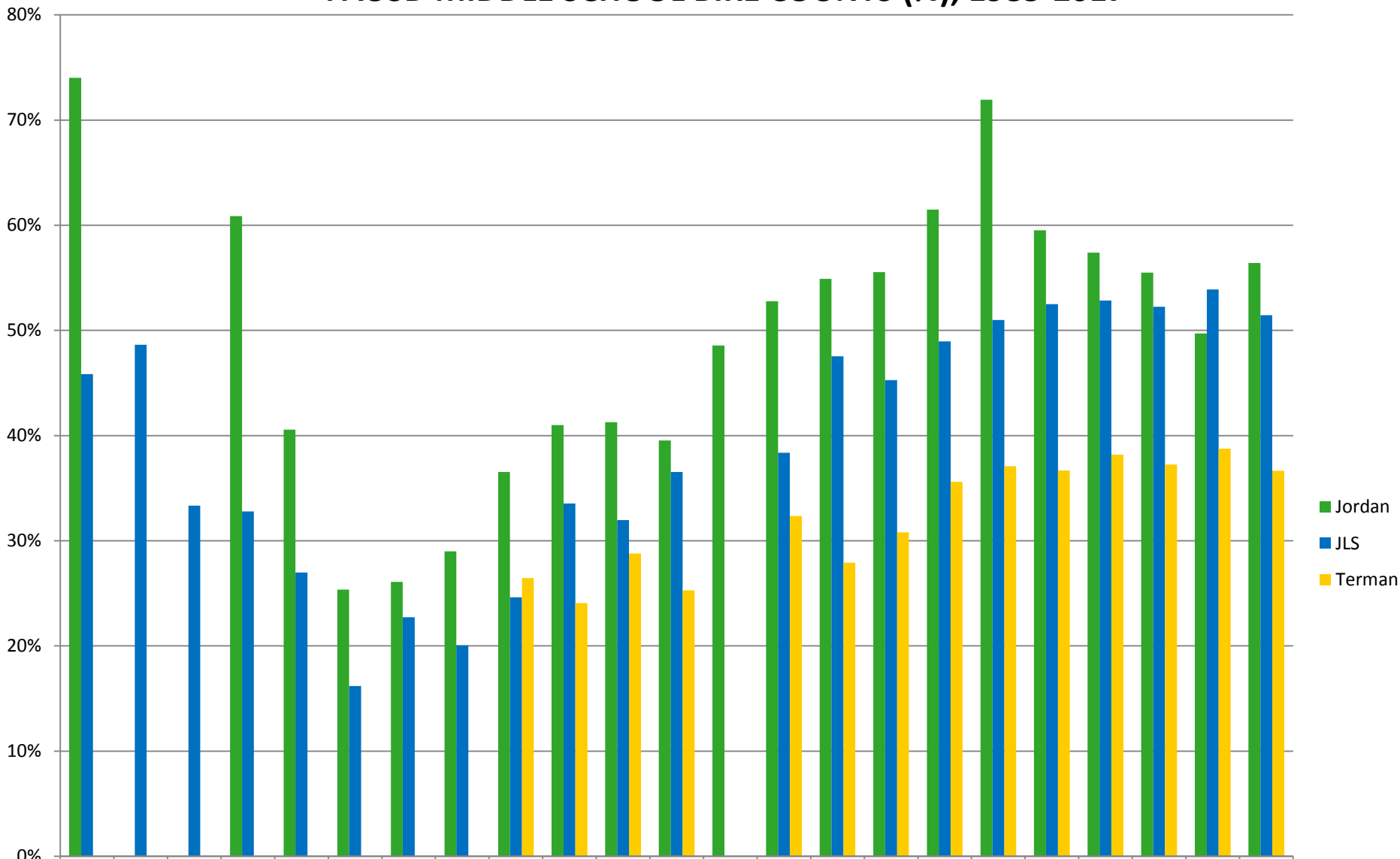
- Before approaching the roundabout, **cyclists in a bike lane** should carefully signal and merge into the car lane, making sure to look over their left shoulder for cars. Yield to traffic already in the roundabout. Enter the circle by bearing right and ride in the center of the lane. Do not let cars try to pass or share the lane with you in the roundabout. Young children or cyclists uncomfortable merging into the car lane can use the bike exit ramps leading to the sidewalk, then dismount from their bike, and proceed as a pedestrian.
- Before approaching the roundabout, **Drivers** should not share the approach with a bike. Slow down in advance of the approach and expect bicycles in the bike lane to merge into the car lane before entering the roundabout approach. Yield to oncoming traffic, then proceed right and travel around the circle pictured above. Drive single file. Do not share the lane with bikes.
- **Pedestrians** should cross in the designated crosswalks, using the splitter island as a safe space to wait if cars are approaching.



PAUSD MIDDLE SCHOOL BIKE COUNTS, 1985-2017



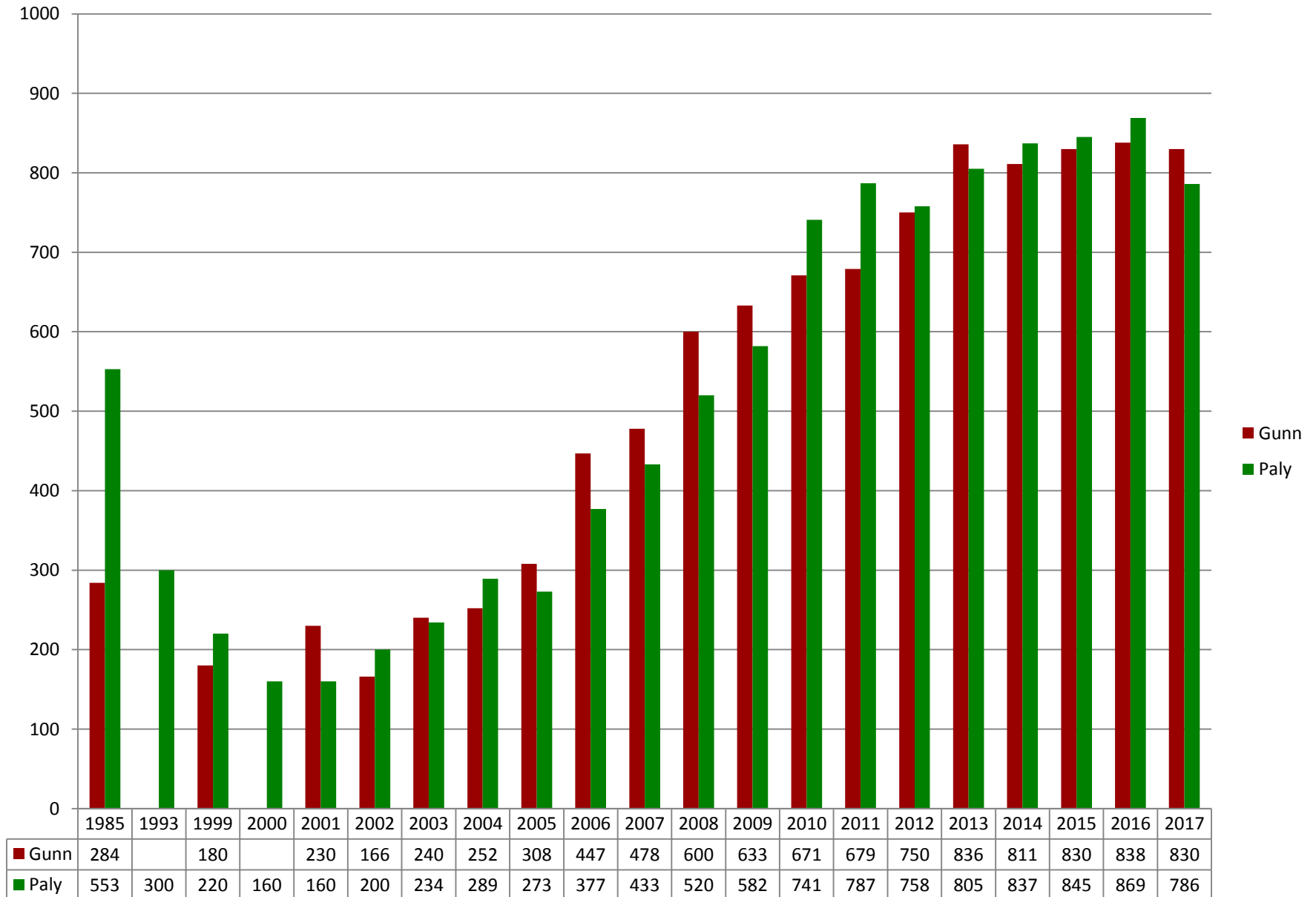
PAUSD MIDDLE SCHOOL BIKE COUNTS (%), 1985-2017



■ Jordan
■ JLS
■ Terman

	spr 1985	fall 1985	1991	1993	1997	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Jordan	74%			61%	41%	25%	26%	29%	37%	41%	41%	40%	49%	53%	55%	56%	61%	72%	60%	57%	55%	50%	56%
JLS	46%	49%	33%	33%	27%	16%	23%	20%	25%	34%	32%	37%		38%	48%	45%	49%	51%	53%	53%	52%	54%	51%
Terman									26%	24%	29%	25%		32%	28%	31%	36%	37%	37%	38%	37%	39%	37%

PAUSD HIGH SCHOOL BIKE COUNTS, 1985 - 2017



PAUSD HIGH SCHOOL BIKE COUNTS (%), 1985-2017

