

Safe Routes to School 5 Year Work Plan for Years 1-4

Mission						
To enhance and sustain the City/PAUSD/PTA/Youth 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 6 E's (Education, Encouragement, Engineering, Engagement, Evaluation, and Equity) model for safe, active, healthy, sustainable, school commutes.						
Long-Term Objectives* (O)						
O-1	O-2	O-3	O-4	O-5	O-6	O-7
Adopt and institutionalize key SRTS practices and policies across the Partnership and gather best practices from elsewhere	Provide, continue and enhance school and community-based SRTS education programs, materials and communications	Expand and enhance SRTS events and encouragement programs and materials to communicate the value of SRTS to parents, students and the community	Gather data to assess and improve SRTS program outcomes	Engineer routes to school to develop a more safe and efficient network for families choosing active transportation	Increase awareness & engagement between City Departments and the community to advance awareness of the SRTS mission, goals & strategies	Commit to an equitable distribution of SRTS resources to encourage broad SRTS community participation
Year One Strategies (S) Items Listed in Bold = Completed Activities						
S-1	S-2	S-3	S-4	S-5	S-6	S-7
Work toward PAUSD SRTS policy adoption	Build out two Stanford service learning education, evaluation & enforcement projects Expand Youth for Environmental Sustainability Conf. Participation	Develop SRTS Public Service Announcements Increase Spanish and Mandarin materials Develop SRTS educational posters	Participate in countywide SRTS data pilot Integrate Statewide Traffic System (SWITRS) data into SRTS Pilot online travel tally	Complete two site assessments and update Walk and Roll Maps	Update City Comprehensive Plan policies	This goal was not developed
Year Two Strategies (S) Items Listed in Bold = Completed Activities						
S-1	S-2	S-3	S-4	S-5	S-6	S-7
Develop a PAUSD SRTS policy to sustain ongoing commitment from PAUSD	Explore optional and compulsory SRTS high school education programs	Develop a communications plan outline Develop a public list of carpooling resources	Develop a PAUSD parent survey to evaluate participant demographics and identify challenges to more active transportation	Complete two site assessments with updated Walk and Roll Maps for Palo Verde and Gunn H.S.	Create an enforcement strategy to reflect changing staffing levels by shifting traffic enforcement role to patrol officers	Conduct a bike repair class with student input Promote safer routes for East Palo Alto PAUSD student bicyclists
Year Three Strategies (S) Items Listed in Bold = Completed Activities						
S-1	S-2	S-3	S-4	S-5	S-6	S-7
Develop school report cards summarizing travel mode split, SR2S activities undertaken, and the level of green travel status	Implement optional and compulsory SRTS high education programs	Develop fact-based and consistent Safe Routes to School messages that can be used on social media	Administer a PAUSD parent survey to evaluate participant demographics and identify challenges to more active transportation	Complete two site assessments with updated Walk and Roll Maps for Palo Verde and Gunn H.S.	Work with PAPD/City to promote the Bike Index Registry as a means of preventing bike theft and create a workflow at PAPD to include Bike Index checks on all recovered bikes	Work with PAUSD Family Engagement Specialists to develop an Equity Action Plan to support underrepresented and under-resourced communities
Year Four Strategies (S) Items Listed in Bold = Completed Activities						
S-1	S-2	S-3	S-4	S-5	S-6	S-7
Hold two PAUSD/City/PTA Partnership meetings to re-initiate PAUSD SRTS policy implementation and renew Partnership Consensus Statement Include Youth as the Fourth Partner of the PA SRTS Partnership	Enhance High School youth outreach Enhance SRTS online educational materials and resource library	Ensure updated, standardized SRTS language is included in all PAUSD websites and parent handbooks Pilot one Winter Walk and Roll event Conduct two local family cycling events	Complete Year 3 Strategy to distribute a PAUSD parent survey Develop a behavior change-focused SRTS infographic	Complete two site assessments	Work with the Community Services Department to administer a bicycle facility needs assessment ie. "Safe Routes to Parks" Ensure that relevant transportation concept plans, updated Pedestrian Bicycle Plans and proposed community engagement strategies are reviewed by the CTSTSC	Complete Year 3 Strategy to Work with PAUSD Family Engagement Specialists to develop an Equity Action Plan Increase SRTS outreach to students with special needs and other disabilities by conducting a minimum of one SRTS presentation

*Contingent on safe routes to school funding/capacity and subject to change as demand dictates.

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

- S-1. Support Safe Routes to School Transportation Safety Representatives at each school site
- S-2. PTA inspires action and educates potential leaders about public process, governance and SRTS Advocacy
- S-3. Support increased uniform patrol presence to encourage and enforce compliance with existing laws
- S-4. Maintain the City School Traffic Safety Committee (CSTSC) as a forum to further the SRTS Partnership's mission, goals & strategies
- S-5. Improve communication of SRTS Consensus Statement and other policies, including PAUSD Building for Excellence Requirements, Palo

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

- S-1. Cultivate a community of parents and others to build a network of skilled leaders for education and advocacy
- S-2. Support active transportation events during the year by setting up information tables, assisting families with route planning and responding to infrastructure concerns
- S-3. Maintain K-2 in-class educational offerings and optimize the program to match students capabilities, support educational best practices and incorporate infrastructure updates
- S-4. Maintain 3rd grade Bicycle Life Skills in-class Curriculum and optimize program to match student capabilities, support best practices and incorporate infrastructure updates
- S-5. Maintain 5th grade in-class educational offerings and optimize the program to match students capabilities, support best practices and incorporate infrastructure updates
- S-6. Maintain 6th grade in-class educational offerings and optimize programs to match student capabilities, support best practices and

Objective 3: Expand & enhance encouragement programs to communicate the value of SRTS to parents & the community

- S-1. Support Spring and Fall Walk & Roll Week
- S-3. Support Bike to Work Day
- S-4. Support City participation in Bike Palo Alto as communicated by the City Manager's Office
- S-5. Communicate program activities and successes to the broader community
- S-6. Use Walk and Roll Maps and "Safety Tips for Peds/Bikes/Drivers" as part of messaging
- S-7. Employ purposeful incentives to support SRTS participation
- S-8. Communicate the value of bicycling, walking, transit and sharing rides
- S-9. Enhance website functionality and user experience
- S-10. 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
- S-11. Develop a communication plan outline for crisis communications

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

- S-1. Incorporate traffic and engineering data into mode split and modal share assessments
- S-2. Explain the purpose of data collection to PAUSD administrators and share the data
- S-3. Conduct yearly online travel tallies for PAUSD grades K-12
- S-4. Conduct yearly bike counts
- S-5. Manage local and administrative data requests

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

- S-1. Assist with bicycle infrastructure design review to inform the planning process
- S-2. Design and provide materials and education about new infrastructure improvements
- S-3. Advocate as a Partnership for the rapid implementation of bike network, bike boulevards, bike racks, arterial projects and bicycle plans
- S-4. Respond to Safe Routes to School -related Palo Alto 311 request
- S-5. Conduct community site visits
- S-6. Provide crossing guard management, including assessing needs, developing contracts and replying to public feedback
- S-7. Develop material to support new engineering/infrastructure treatments

Objective 6: Deepen awareness & engagement across City Department & among community reps to advance & institutionalize SRTS

- S-1. Support the build-out of the City of Palo Alto Bicycle and Pedestrian Transportation Plan
- S-2. Provide students and families with transit system information and offer guidance of proposed transit changes
- S-3. Model walking, biking, carpool, and transit through daily transportation decisions
- S-4. Assist with plans to develop a more efficient roadway network for families choosing active transportation
- S-5. Collaborate with local agencies, including public works, utilities, law enforcement and district officials to support motorist, pedestrians, and bicyclists

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

- S-1. Develop Spanish and Chinese language materials
- S-2. Promote a "no-guilt approach" to encourage participation via all transportation modes
- S-3. Support free service, 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
- S-4. Ensure ongoing awareness regarding the geographic distribution of SRTS staff time and resources among Palo Alto regions and across