

PALO ALTO SAFE ROUTES TO SCHOOL PARTNERSHIP FIVE-YEAR WORKPLAN OVERVIEW*



OUR MISSION

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

SEVEN GOALS

- 1 Grow & strengthen community-wide support for the SRTS E's & for safe, active, healthy, sustainable school commutes
- 2 Update SRTS policies
- 3 Continue to provide and improve SRTS education in schools and in the greater community
- 4 Develop and maintain a communications plan to expand our web presence, program and education materials
- 5 Evaluate the program regularly and use the data to improve SRTS
- 6 Engineer safer routes to school
- 7 Further integrate SRTS into the Palo Alto Transportation Element and across City departmental functions

YEAR 1 STRATEGIES TO ACCOMPLISH GOALS: 7/1/17-6/30/18

- Build out two service learning education, evaluation and enforcement projects with Stanford
- Work toward PAUSD SRTS policy adoption
- Expand middle and high school Youth for Environmental Sustainability Conference Participation
- Increase Spanish and Mandarin materials
- Develop SRTS educational posters
- Develop SRTS Public Service Announcements
- 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

YEARS 2-5 STRATEGIES TO ACCOMPLISH GOALS: 7/1/18-6/30/22

- Develop SRTS back to school night presentation materials
- Research charity bike rides and potential SRTS involvement
- Create a manual of best practices or enduring systems for transferring SRTS knowledge
- Develop a bell time change MOU
- Improve opt-in educational offerings for secondary students, including bike repair workshops
- Expand educational programming to serve PAUSD preschool and adult programs
- Implement website enhancements and editing procedures
- Build out carpool and bussing resources
- Develop incident response and special needs communication materials
- Develop middle and high school SRTS travel tally data outcomes
- Develop a PAUSD parent survey
- Develop innovative ways of sharing program outcomes, including data maps and infographics
- Evaluate participant demographics
- Develop a process to assess transportation impacts from school attendance, boundary changes and overflow
- Expand crossing guard evaluation and reporting mechanisms
- Develop a process for integrating SRTS in all current and long-range planning efforts

*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.



ONGOING STRATEGIES TO ACCOMPLISH GOALS

Goal 1: Grow and strengthen community-wide support for the six E's-based SRTS program and for safe, active, healthy, sustainable school commutes

- Support Spring and Fall Walk & Roll Week, Bike to Work Day and Bike Palo Alto!
- Maintain teams at each school site
- Advocate for rebuilding the PAPD traffic team
- Inspire action and educate potential leaders about public process and governance
- Support uniform patrols to encourage and enforce compliance with existing laws
- Mesh parent messages with student educational programming
- Revisit, renew and confirm the roles of the Partnership, as needed

Goal 2: Update SRTS policies

- Develop, advance, & institutionalize compatible policies across the Partnership & gather best practices from elsewhere to reflect the SRTS vision: To connect transportation with safe, healthy community designs that increase physical activity opportunities for children, families, & schools

Goal 3: Continue to provide and improve SRTS education delivered to the schools and in the greater community

- Maintain K-2, 3rd, 5th & 6th grade in-class educational offerings
- Cultivate a community of parents and others to build a network of skilled leaders for in-school education
- Support active transportation events during the year by setting up information tables, assisting families with route planning and responding to infrastructure concerns
- Optimize current educational programs at each grade level to match student capabilities

Goal 4: Develop and maintain a communications plan to expand our web presence, program and education materials

- Communicate the value of bicycling, walking, and transit
- Communicate program activities and successes to the broader community
- Promote a “no-guilt approach” to encourage participation via all transportation modes.
- Use Walk and Roll Maps and “Safety Tips for Peds/Bikes/Drivers” as part of messaging
- Continue using purposeful incentives to increase SRTS participation

Goal 5: Evaluate the program regularly and use the data to improve SRTS

- Conduct yearly travel tallies, bike counts and manage data requests
- Incorporate traffic and engineering data into mode split and modal share assessments
- Ensure PAUSD administrators know the purpose of data collection and share the data in a way that does not compare schools

Goal 6: Engineer safer routes to school

- Respond to Palo Alto 311 requests and conduct community site visits
- Assist with Bicycle Boulevard program treatments
- Provide materials and education about new infrastructure improvements
- Advocate as a Partnership for the rapid implementation of bike network, bike boulevards and arterial projects

Goal 7: Further integrate SRTS into the Palo Alto Transportation Element and across City departmental functions

- Support the build-out of the City of Palo Alto Bicycle and Pedestrian Transportation Plan
- Assist with TDM initiatives to reduce reliance on single-occupant vehicles
- Provide students, family and community members with transit system information and offer guidance on proposed transit changes
- Promote walking and bicycling and model the behavior through daily transportation decisions
- Assist with plans to develop a more efficient roadway network for families choosing active transportation
- Use the City School Traffic Safety Committee as a forum to support a transportation system with minimal impacts on residential neighborhoods
- Collaborate with local agencies, including public works, utilities, law enforcement and district officials to maintain a high level of safety for motorists, pedestrians, and bicyclists
- Ensure that the City Shuttle effectively serves students