<table>
<thead>
<tr>
<th>Objective 1</th>
<th>Objective 2</th>
<th>Objective 3</th>
<th>Objective 4</th>
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<th>Objective 7</th>
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</thead>
<tbody>
<tr>
<td>Adopt and institutionalize key SRTS practices and policies across the Partnership and gather best practices from elsewhere</td>
<td>Provide, continue and enhance school and community-based SRTS education programs, materials and communications</td>
<td>Expand and enhance SRTS events and encouragement programs and materials to communicate the value of SRTS to parents, students and the community</td>
<td>Gather data to assess and improve SRTS program outcomes</td>
<td>Engineer routes to school to develop a more safe and efficient network for families choosing active transportation</td>
<td>Increase awareness &amp; engagement between City Departments and the community to advance awareness of the SRTS mission, goals &amp; strategies</td>
<td>Commit to an equitable distribution of SRTS resources to encourage broad SRTS community participation</td>
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**YEAR 1 STRATEGIES FOR MEETING LONG TERM OBJECTIVES: 7/1/17-6/30/18**

- 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

**YEAR 2 STRATEGIES FOR MEETING LONG TERM OBJECTIVES: 7/1/18-6/30/19**

- ON HOLD: 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 SRTS educational materials

**YEAR 3 STRATEGIES FOR MEETING LONG TERM OBJECTIVES: 7/1/19-6/30/20**

- 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.

**YEAR 3 STRATEGIES FOR MEETING LONG TERM OBJECTIVES: 7/1/19-6/30/20**

- 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 expand on the need to support underrepresented and under-resourced communities.
**2019 PALO ALTO SAFE ROUTES TO SCHOOL CITY/PTA/PAUSD PARTNERSHIP FIVE-YEAR WORK PLAN (YEARS 1-3)*

### ONGOING STRATEGIES

#### Objective 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 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
- 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

#### Objective 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

#### Objective 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 (SPECIFY?)
- Communicate program activities and successes to the broader community
- 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.

#### Objective 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
- 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

- 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 (EDIT5?)
- Respond to Palo Alto 311 requests
- Conduct community site visits
- Provide crossing guard management, including assessing needs, developing contracts and replying to public feedback

### Objective 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 and Headsup tool

### Objective 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