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

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 and 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 & engagement between City Departments and the community to advance awareness of the SRTS mission, goals & strategies
7. Commit to an equitable distribution of SRTS resources to encourage broad SRTS community participation

YEAR 1 STRATEGIES: 7/1/17-6/30/18 – TO BE COMPLETED BY 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
- 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
- This goal was not developed

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

- 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

*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.
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
• 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