

## Attachment B: SRTS 2017-23 Five-Year Work Plan Outcomes

The Five-Year Action Plan reviewed and shared as part of the March 2017 SRTS Annual Report to the City Council served as a roadmap for Palo Alto's Safe Routes to School program development through June 2022. Staff capacity, pandemic impacts and changing program priorities factored into the completion of yearly strategic objectives. Yearly goal completion is contingent on Safe Routes to School funding/capacity and subject to change as demand dictates.

**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.

**Table 1: Safe Routes to School Five-Year Work Plan Yearly Strategic Objectives: 2017-2022**

	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 safer and more 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
<b>Year 1 Strategic Objectives</b>  <b>Year: 2017-18</b>  <b>Completion Rate: 100%</b>	<input checked="" type="checkbox"/> Work toward PAUSD SRTS policy adoption	<input checked="" type="checkbox"/> Build out two Stanford service-learning education, evaluation & enforcement projects  <input checked="" type="checkbox"/> Expand Youth	<input checked="" type="checkbox"/> Develop SRTS Public Service Announcements  <input checked="" type="checkbox"/> Increase Spanish and Mandarin materials	<input checked="" type="checkbox"/> Participate in countywide SRTS data pilot  <input checked="" type="checkbox"/> Integrate Statewide Traffic System (SWITRS) data into SRTS	<input checked="" type="checkbox"/> Complete two site assessments and update Walk and Roll Maps	<input checked="" type="checkbox"/> Update City Comprehensive Plan policies	This goal was not developed

		for Environmental Sustainability Conf. Participation	<input checked="" type="checkbox"/> Develop SRTS educational posters	<input checked="" type="checkbox"/> Pilot online travel tally			
<b>Year 2 Strategic Objectives</b>  <b>Year:</b> 2018-19  <b>Completion Rate:</b> 89%	<input checked="" type="checkbox"/> Develop a PAUSD SRTS policy to sustain ongoing commitment from PAUSD	<input checked="" type="checkbox"/> Explore optional and compulsory SRTS high school education programs	<input checked="" type="checkbox"/> Develop a communications plan outline  <input checked="" type="checkbox"/> Develop a public list of carpooling resources	<input checked="" type="checkbox"/> 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.	<input checked="" type="checkbox"/> Create an enforcement strategy to reflect changing staffing levels by shifting traffic enforcement role to patrol officers	<input checked="" type="checkbox"/> Conduct a bike repair class with student input  <input checked="" type="checkbox"/> Promote safer routes for East Palo Alto PAUSD student bicyclists
<b>Year 3 Strategic Objectives</b>  <b>Year:</b> 2019-20  <b>Completion Rate:</b> 57%	<input checked="" type="checkbox"/> 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	<input checked="" type="checkbox"/> Develop fact-based and consistent Safe Routes to School messages that can be used on social media	<input checked="" type="checkbox"/> 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.	<input checked="" type="checkbox"/> 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
<b>Year 4-5 Strategic Objectives</b>  <b>Year:</b> 2020-22  <b>Completion Rate:</b> 57%	Hold two PAUSD/City/PTA Partnership meetings to re-initiate PAUSD SRTS policy implementation and renew Partnership Consensus Statement	<input checked="" type="checkbox"/> Enhance High School youth outreach  <input checked="" type="checkbox"/> Enhance SRTS online educational materials and resource library	Ensure updated, standardized SRTS language is included in all PAUSD websites and parent handbooks  <input checked="" type="checkbox"/> Pilot one Winter Walk and Roll event  <input checked="" type="checkbox"/> Conduct two	<input checked="" type="checkbox"/> Complete Year 3 Strategy to distribute a PAUSD parent survey  <input checked="" type="checkbox"/> Develop a behavior change focused SRTS infographic	Complete two site assessments	Work with the Community Services Department to administer a bicycle facility needs assessment i.e., "Safe Routes to Parks"  <input checked="" type="checkbox"/> Ensure that	Complete Year 3 Strategy to Work with PAUSD Family Engagement Specialists to develop an Equity Action Plan  <input checked="" type="checkbox"/> Increase SRTS outreach

	Include Youth as the Fourth Partner of the PA SRTS Partnership		local family cycling events			relevant transportation concept plans, updated Pedestrian Bicycle Plans and proposed community engagement strategies are reviewed by the CTSTSC	to students with special needs and other disabilities by conducting a minimum of one SRTS presentation
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**Table 2: of Safe Routes to School Five-Year Work Plan Ongoing Strategic Objectives: 2017-2022**

<b>Adopt and institutionalize key SRTS practices and policies across the Partnership and gather best practices from elsewhere</b>	<b>Provide, continue and enhance school and community based SRTS education programs, materials and communications</b>	<b>Expand and enhance SRTS events and encouragement programs and materials to communicate the value of SRTS to parents, students and the community</b>	<b>Gather data to assess and improve SRTS program outcomes</b>	<b>Engineer routes to school to develop a safer and more efficient network for families choosing active transportation</b>	<b>Increase awareness &amp; engagement between City Departments and the community to advance awareness of the SRTS mission, goals &amp; strategies</b>	<b>Commit to an equitable distribution of SRTS resources to encourage broad SRTS community participation</b>
<b>Completion Rate: 100%</b>						
<b>1.</b> Support Safe Routes to School Transportation Safety Representatives at each school site <b>2.</b> PTA inspires action and educates potential leaders about public	<b>1.</b> Cultivate a community of parents and others to build a network of skilled leaders for education and advocacy <b>2.</b> Support active transportation events during the year by setting up information tables, assisting families with route planning and responding to infrastructure concerns <b>3.</b> Maintain K-2 in-class	<b>1.</b> Support Spring and Fall Walk & Roll Week <b>2.</b> Support Bike to Work Day <b>3.</b> Support City participation in Bike Palo Alto as communicated by the City Manager's Office	<b>1.</b> Incorporate traffic and engineering data into mode split and modal share assessments <b>2.</b> Explain the purpose of data collection to PAUSD administrators and share the	<b>1.</b> Assist with bicycle infrastructure design review to inform transportation planning processes <b>2.</b> Design and provide materials and education about new	<b>1.</b> Support the build-out of the City of Palo Alto Bicycle and Pedestrian Transportation Plan <b>2.</b> Provide students and families with transit system information and offer guidance of	<b>1.</b> Develop Spanish and Chinese language materials <b>2.</b> Promote a "no-guilt approach" to encourage participation via all transportation modes <b>3.</b> Support free service, such as

<p>process, governance and SRTS advocacy</p> <p><b>3.</b> Support increased uniform patrol presence to encourage and enforce compliance with existing laws</p> <p><b>4.</b> Maintain the City School Traffic Safety Committee (CSTSC) as a forum to further the SRTS Partnership's mission, goals &amp; strategies</p> <p><b>5.</b> Improve communication of SRTS Consensus Statement and other policies, including PAUSD Building for Excellence Requirements, Palo Alto Traffic Safety Control guidelines and use of the HeadsUp Construction communication tool</p>	<p>educational offerings and optimize the program to match students capabilities, support educational best practices and incorporate infrastructure updates</p> <p><b>4.</b> Maintain 3rd grade Bicycle Life Skills in-class Curriculum and optimize program to match student capabilities, support best practices and incorporate infrastructure updates</p> <p><b>5.</b> Maintain 5th grade in-class educational offerings and optimize the program to match students capabilities, support best practices and incorporate infrastructure updates</p> <p><b>6.</b> Maintain 6th grade in-class educational offerings and optimize programs to match student capabilities, support best practices and incorporate infrastructure updates</p> <p><b>7.</b> Maintain 8th grade offerings and optimize programs to match student capabilities, support best practices and incorporate infrastructure updates</p> <p><b>8.</b> Align parents message with student educational programming</p> <p><b>9.</b> Grow youth participation in educational programming</p>	<p><b>4.</b> Communicate program activities and successes to the broader community</p> <p><b>5.</b> Use Walk and Roll Maps and "Safety Tips for Peds/Bikes/Drivers" as part of messaging</p> <p><b>6.</b> Employ purposeful incentives to support SRTS participation</p> <p><b>7.</b> Communicate the value of bicycling, walking, transit and sharing rides</p> <p><b>8.</b> Enhance website functionality and user experience</p> <p><b>9.</b> 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</p> <p><b>10.</b> Develop a communication plan</p>	<p>data</p> <p><b>3.</b> Conduct yearly online travel tallies for PAUSD grades K-12</p> <p><b>4.</b> Conduct yearly bike counts</p> <p><b>5.</b> Manage local and administrative data requests</p>	<p>infrastructure improvements</p> <p><b>3.</b> Advocate as a Partnership for the rapid implementation of bike network, bike boulevards, bike racks, arterial projects and bicycle plans</p> <p><b>4.</b> Respond to Safe Routes to School -related Palo Alto 311 request</p> <p><b>5.</b> Conduct community site visits</p> <p><b>6.</b> Provide crossing guard management, including assessing needs, developing contracts and replying to public feedback</p> <p><b>7.</b> Develop material to support new engineering/infrastructure treatments</p>	<p>proposed transit changes</p> <p><b>3.</b> Model walking, biking, carpool, and transit through daily transportation decisions</p> <p><b>4.</b> Assist with plans to develop a more efficient roadway network for families choosing active transportation</p> <p><b>5.</b> Collaborate with local agencies, including public works, utilities, law enforcement and district officials to support motorist, pedestrians, and bicyclists</p> <p><b>6.</b> Update SRTS Onboarding Manual</p>	<p>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</p> <p><b>4.</b> Ensure ongoing awareness regarding the geographic distribution of SRTS staff time and resources among Palo Alto regions and across neighborhoods</p> <p><b>5.</b> Support off-site free or low-cost alternative commute transportation services that are targeted to at-risk families</p>
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	<p>opportunities, such a Youth for Environmental Sustainability Conference Participation</p> <p><b>10.</b> Build out bus/shuttle resources and assist with schedules</p>	outline for crisis communications				
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