



Solano Transportation Authority

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SOLANO TRANSPORTATION AUTHORITY

Member Agencies:

Benicia ♦ Dixon ♦ Fairfield ♦ Rio Vista ♦ Suisun City ♦ Vacaville ♦ Vallejo ♦ Solano County

One Harbor Center, Suite 130, Suisun City, CA 94585-2473 ♦ Telephone (707) 424-6075 / Fax (707) 424-6074

Email: info@sta.ca.gov ♦ Website: sta.ca.gov

SR2S-AC

SAFE ROUTES TO SCHOOL ADVISORY COMMITTEE MEETING AGENDA

Wednesday, February 15, 2017
1:30 p.m. – 3:00 p.m.
Solano Transportation Authority
Conference Room 1
One Harbor Center, Suite 130
Suisun City, CA 94585-2473



- | <u>ITEM</u> | <u>STAFF PERSON</u> |
|--|---------------------|
| 1. CALL TO ORDER | Jim Antone, Chair |
| 2. INTRODUCTIONS | |
| 3. APPROVAL OF AGENDA
(1:30 – 1:35 p.m.) | SR2S-AC Members |
| 4. OPPORTUNITY FOR PUBLIC COMMENT
(1:35 – 1:40 p.m.) | |
| 5. COMMENTS FROM STAFF AND REPRESENTATIVES FROM ADVISORY COMMITTEES
Introduce Lisette Estrella-Henderson, Solano County Superintendent of Schools to the SR2S Advisory Committee.
(1:40 – 1:45 p.m.) | |
| 6. CONSENT CALENDAR
<u>Recommendation:</u> Approve the following consent item.
(1:45 – 1:50 p.m.) | Sheila Ernst, STA |
| A. Minutes of the SR2S-AC Meeting of November 16, 2016
<u>Recommendation:</u>
Approve SR2S-AC minutes of November 16, 2016.
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SR2S-AC MEMBERS

Mitchell Romao
Vallejo City USD

Jim Antone, Chair
YSAQMD

Mike Segala
STA BAC

Garland Wong
City of Fairfield

Lisette Estrell-Henderson
Solano County
Superintendent of Schools

Andrew White, Vice-Chair
Suisun City
Police Department

Lt. Mike Green
Benicia Police Department

Kevin McNamara
STA PAC

Gwen Owens
City of Vacaville

Robin Cox
Solano County Public Health

7. ACTION ITEMS –NON-FINANCIAL

- A. 2017 SR2S Chair and Vice-Chair Officer Election** Jim Antone, STA
- Recommendations:
1. Select the SR2S-AC Chair for 2017. Currently Jim Antone is the Chair and is eligible for a 2nd Term.
 2. Select the SR2S-AC Vice-Chair for 2017. Currently Andrew White is the Vice-Chair and is eligible for a 2nd Term.
- (1:50 – 2:00 p.m.)
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8. ACTION ITEMS – FINANCIAL

- A. Youth Engagement Middle/High School Pilot Program** Lloyd Nadal, STA
- Recommendation:
Recommend the Solano Safe Routes to School Program award \$1000 for programmatic support to each youth group/pilot site who engages in our Youth Engagement Pilot Program in 2017.
- (2:00 – 2:10 p.m.)
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9. INFORMATIONAL ITEMS – DISCUSSION

- A. Solano SR2S Program 2017 Update** Lloyd Nadal, STA
1. Current Funding & Budget
 2. Goals and Objectives
 3. Discussion – Advisory Committee
- (2:10 – 2:20 p.m.)
Pg. 13
- B. One Bay Area Grant (OBAG) 2 & ATP 2 Engineering Projects Update** Anthony Adams, STA
- (2:20 – 2:30 p.m.)
Pg. 35
- C. Safe Routes to School (SR2S) Community Task Force Updates** Tiffany Gephart, STA
- (2:30 – 2:40 p.m.)
Pg. 39
- D. ATP-1 and SR2S Program Coordinators Update** Betsy Beavers, April Wells, STA
1. Walking School Bus
 2. Walk or Wheel (WOW) Program
- (2:40 – 2:50 p.m.)
Pg. 41
- E. Solano County Public Health Update** Robin Cox, Tracy Nachand,
Solano County Public Health
- (2:50 – 3:00 p.m.)
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10. INFORMATIONAL ITEMS – NO DISCUSSION

- A. 2017 SR2S-AC Meeting Schedule & Attendance Matrix
Pg. 59**

Sheila Ernst, STA

11. FUTURE AGENDA ITEMS AND MEMBER COMMENTS

Group

- Bike Mobile Contract
- Enforcement Grant Update
- 2-Year Budget Update

12. ADJOURNMENT

The next regular meeting of the SR2S-AC will be at **1:30 p.m., Wednesday, May 17, 2017 at the Solano Transportation Authority in Conference Room 1, located at One Harbor Center, Suite 130, Suisun City, CA 94585.**

For questions regarding this agenda:

Please contact Lloyd Nadal at (707) 399-3219 or lnadal@sta.ca.gov

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**SPECIAL SAFE ROUTES TO SCHOOL ADVISORY COMMITTEE
Draft Minutes of November 16, 2016**

1. CALL TO ORDER

The Safe Routes to School Advisory Committee (SR2S-AC) meeting was called to order at approximately 11:40 p.m. in the STA Main Conference Room.

SR2S-AC

Members Present: Jim Antone Yolo-Solano Air Quality Management District
Robin Cox Solano County Public Health
Jay Speck Solano County Office of Education
Kevin McNamara Pedestrian Advisory Committee Representative
(arrived to the meeting at 11:55a.m.)
Gwen Owens City of Vacaville Public Works Department
Garland Wong City of Fairfield, Traffic Engineering

SR2S-AC

Members Absent: Mike Greene Benicia Police Department
Mitchell Romao Vallejo City Unified School District
Michael Segala Bicycle Advisory Committee
Andrew White City of Suisun City Police Department

STA Staff Present:

Anthony Adams STA
Betsy Beavers STA
Sheila Ernst STA
Tiffany Gephart STA
Leticia Gonzales Suisun City Police Department
Daryl Halls STA
Judy Leaks STA
Lloyd Nadal STA
April Wells STA

Others Present:

Leticia Gonzales City of Suisun City Police Department
Tracy Nachand Solano County Public Health

2. INTRODUCTIONS

The group dispensed with self-introductions.

3. APPROVAL OF AGENDA: November 16, 2016

With a motion from Jay Speck and a second from Robin Cox the SR2S-AC approved the November 16, 2016 agenda. (5 Ayes, 5 Absent)

4. OPPORTUNITY FOR PUBLIC COMMENT

None.

5. COMMENTS FROM STAFF AND REPRESENTATIVES FROM ADVISORY COMMITTEES

Anthony Adams announced that the STA will be applying for standard countywide Office of Graphic Safety grant to collect safety and collision data.

6. CONSENT CALENDAR - APPROVAL OF MEETING MINUTES

Recommendations:

1. Approve SR2S-AC Meeting of August 17, 2016.
On a motion from Robin Cox and a second from Jay Speck the SR2S-AC approved the August 17, 2016 meeting minutes. (5 Ayes, 5 Absent)
2. Approve Special SR2S-AC minutes of September 29, 2016.
On a motion from Jay Speck and a second from Robin Cox the SR2S-AC approved the September 29, 2016 meeting minutes. (5 Ayes, 5 Absent)

7. ACTION ITEMS - DISCUSSION

None.

8. INFORMATIONAL ITEMS – DISCUSSION

A. Program Updates

Tiffany Gephart provided a brief update on the survey packets that were distributed to all K-8, elementary and middle schools in Solano County. She stated that staff followed-up with phone calls and emails to remind schools about the survey. Ms. Gephart concluded that to date, 39 schools have returned surveys for Fall 2016 compared to 38 surveys returned last year.

Lloyd Nadal provided statistics on the national safe routes data and International Walk to School Day. He stated that in 1969 50% of students ages 5 to 14 walked to school. He added that currently 13% of students walk to school. Mr. Nadal asked for feedback on ways to improve the survey.

Betsy Beavers provided a brief Walking School Bus (WSB)/Walking Wednesday. She stated that to date there are 7 schools participating and 6 that are interesting in starting a walk to school buses.

April Wells provided a brief update date on SR2S to events and the SR2S Communications/E Newsletter. She stated that the SR2S Facebook page continues to report fresh updates. She added that the first newsletter went out in October.

B. Solano County Public Health Update

Tracy Nachand provided a Solano County Public Health update. He reported different progress for July thru September 2016. He stated that two safety assemblies were presented to 645 Markham elementary students. He stated that staff continues to offer support for any and all planned activities that were put into the work plan by Vallejo High School Staff and students promoting walking, carpooling, and riding public transportation.

C. OBAG 1 & ATP 2 Engineering Projects Update

Anthony Adams provided a brief update on the OBAG 1 and ATP 2 engineering projects. He explained that STA will be submitting the final revised ATP scope at the end of the week. He stated that the design will be obligated in January to begin construction by the Summer of 2018.

D. OBAG 2 Project Update

Anthony Adams presented the PowerPoint presentation that was given to the STA Board at the OBAG 2 Workshop. He highlighted the improvements that are needed on East Tabor Road in Fairfield. Peter Wright followed up with his presentation in more detail. Mr. Wright hopes to add Sunset Avenue to this improvement project.

E. Public Safety Education & Enforcement Grant Update

Officer Gonzales provided an update on the Public Safety Education & Enforcement Grant. She explained that they began citing parents for parking in prohibited areas. Ms. Gonzales added that she is stationed at the schools on a daily basis and the enforcement has already improved the traffic flow.

Lloyd Nadal stated that in May 2016, the third round of the SR2S Public Safety Education and Enforcement Grant was awarded to the cities of Rio Vista and Suisun City and their work will continue over the next two years. He added that the Rio Vista Police Department hosted their Community Safety Fair on Saturday September 24th which included a SR2S information booth, a Bike Rodeo and the Bike Mobile.

F. Pedestrian Advisory Committee Update

Jim Antone stated that he attended that last Pedestrian Advisory Committee. He explained that the group went on a tour of Crystal Middle School in Suisun City.

Kevin McNamara commented that the Highway 12 and Marina Blvd. poses a traffic problem when students cross. He added that students are also crossing the train tracks to get to Armijo High School.

Daryl Halls publicly thanks Solano County Superintendent Jay Speck for his dedication to the SR2S-AC and congratulated him on his retirement.

9. INFORMATIONAL ITEMS – NO DISCUSSION

A. 2016 SR2S-AC Meeting Schedule & Attendance Matrix

10. ADJOURNMENT

The meeting was adjourned at 12:58 p.m. The next regularly scheduled meeting of the SR2S-AC will be February 15, 2017 at 1:30 p.m. in the STA Conference Room.

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DATE: February 15, 2017
TO: SR2S Advisory Committee
FROM: Lloyd Nadal, SR2S Program Administrator
RE: 2017 SR2S Chair and Vice-Chair Officer Election

Background:

The Solano Safe Routes to School (SR2S) Program works to increase the number of students walking and bicycling to school by helping to make the journey safe, fun and healthy. Using a comprehensive approach, the program focuses on activities and events that educate students on safety, health awareness and identifying improvements within communities countywide to enhance active student travel safety. The Solano SR2S Program works with all 7 cities and all 7 school districts and has a SR2S Advisory Committee (SR2S-AC) to advise STA and the Solano SR2S on the development of projects and programs in the categories of Education, Encouragement, Engineering, and Evaluation to promote healthy and safe alternative modes of travel. The SR2S-AC is comprised of engineering, school, enforcement, public health, BAC, PAC and air quality representatives who work or represent in the Cities and County of Solano. The elected officers of the SR2S-AC are the Chair and Vice-Chair.

Discussion:

The Chair presides over all SR2S-AC meetings, coordinate the meeting agendas with STA staff, represent SR2S-AC's actions to appropriate agencies or designate a representative(s) to do so and have general direction and control over the activities of the SR2S-AC. The Vice-Chair assist the Chair in the execution of the duties of the Chair office. In the absence of the Chair, the Vice-Chair shall preside over the meetings, and when so acting, have all the powers of the Chair. The current SR2S-AC Chair is Jim Antone and the current SR2S-AC Vice-Chair is Andrew White. Both are eligible for another term although no officer can serve more than two (2) consecutive term in a given office.

Fiscal Impact:

None.

Recommendations:

1. Select the SR2S-AC Chair for 2017. Currently Jim Antone is the Chair and is eligible for a 2nd Term.
2. Select the SR2S-AC Vice-Chair for 2017. Currently Andrew White is the Vice-Chair and is eligible for a 2nd Term.

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DATE: February 15, 2017
TO: SR2S Advisory Committee
FROM: Lloyd Nadal, SR2S Program Administrator
RE: Youth Engagement Middle/High School Pilot Program

Background:

The Solano Safe Routes to School (SR2S) Program works to increase the number of students walking and bicycling to school by helping to make the journey safe, fun and healthy. Using a comprehensive approach, the program focuses on activities and events that educate students on safety, health awareness and identifying improvements within communities countywide to enhance active student travel safety. Currently there are 68 Solano County schools that have participated in our program, mostly elementary schools and some middle schools. In 2017, the program will launch a Youth Engagement Pilot Program to engage middle and high school aged students in Safe Routes to School activities across the county and learn sustainable ways to maintain their involvement.

Discussion:

The goals of the Youth Engagement Pilot Program are to: 1) increase middle and high school youth leadership and involvement in Safe Routes to School activities countywide and; 2) engage in youth-led projects that can lead to sustainable solutions in transportation and that can increase walking, biking and overall physical activity amongst Solano County youth.

7 youth/school groups applied to be a part of the Youth Engagement Pilot Program. Each group will consist of 4-6 middle and high school youth and at least 1 adult leader. They will also be asked to engage in a YPAR (Youth-Led Participatory Action Research) or PhotoVoice Project that focuses on elements of improving transportation and safety, reducing carbon emissions and/or addressing Safe Routes to School goals such as increasing walking, biking or physical activity in or around school. The SR2S Team will work with participants by providing training and technical assistance to build capacity and skills for young people and their adult counterparts that will potentially increase youth-led activities and promotion of the Safe Routes to School Program countywide. The SR2S Team will also assist each pilot site in developing: 1) a final project presentation that will be presented to the appropriate audience (i.e. school, school district, city council, etc. and/or 2) a 1-page success story to highlight their youth engagement efforts within the project especially in connection with other partners. Pilot site selection criteria was based on: level of interest, program readiness, staff and organizational capacity, commitment to youth-led work and demonstrated need.

Fiscal Impact:

Each pilot site will receive \$1000.00 for programmatic support which can be used for staff time travel and youth stipends.

Recommendation:

Recommend the Solano Safe Routes to School Program award \$1000 for programmatic support to each youth group/pilot site who engages in our Youth Engagement Pilot Program in 2017.

Attachment:

- A. Youth Engagement Pilot Program Packet 1

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DATE: February 15, 2017
TO: SR2S Advisory Committee
FROM: Lloyd Nadal, SR2S Program Administrator
RE: Solano SR2S Program 2017 Update

Background:

The Solano Safe Routes to School (SR2S) Program works to increase the number of students walking and bicycling to school by helping to make the journey safe, fun and healthy. Using a comprehensive approach, the program includes 6 “E’s”: education, encouragement, engagement, enforcement, engineering and evaluation. The program is available to all schools countywide and focuses on activities and programs that educate students on safety, health awareness and identifying improvements within school communities to enhance active student travel safety.

In 2008, the STA Board adopted Solano's first Safe Routes to School Plan (Plan) and authorized STA staff to create a Safe Routes to School Program in Solano County. This Plan provided the direction for the SR2S Program through 2012 when the STA and the various SR2S Advisory Committees began the process of updating the 2008 Plan. The updated Plan was adopted by the STA Board in October 2013 and plans to be updated next year in October 2018.

Discussion:

The Solano SR2S Program Administrator will share the current funding and budget of the SR2S Program and the Program’s goals and objectives over the next 3-5 years. Included in the program update are a 5-Year Workplan and a Strategic Communications Plan that was developed by the SR2S Program Administrator. These plans will be used in helping to guide the direction of the program and future outreach strategies.

Fiscal Impact:

None.

Recommendation:

The Solano SR2S Program staff recommends that the SR2S-AC review the Workplan and Strategic Communications Plan and provide feedback on the current and future budget of the Solano SR2S Program.

Attachments:

- A. 5-Year Work Plan – last updated Feb. 2017
- B. Solano SR2S Strategic Communications Plan Last Updated Dec. 2016

5-YEAR WORK PLAN – last updated Feb. 2017
 Solano County Safe Routes to School (SR2S) Program

Background: The Solano Safe Routes to School (SR2S) Program works to increase the number of students walking and bicycling to school by helping to make the journey safe, fun and healthy. Using a comprehensive approach, the program includes 6 “E’s”: education, encouragement, enforcement, engineering, evaluation and engagement. The program is available to all schools countywide and focuses on activities and programs that educate students on safety, health awareness and identifying improvements within communities countywide to enhance active student travel safety.

In 2008, the STA Board adopted Solano's first Safe Routes to School Plan (Plan) and authorized STA staff to create a Safe Routes to School Program in Solano County. This Plan provided the direction for the SR2S Program through 2012 when the STA and the various SR2S Advisory Committees began the process of updating the 2008 Plan. The updated Plan was adopted by the STA Board in October 2013 and will be revised again in 2018.

Goals: The 2015-16 school year saw over 15,000 students and 63 schools participating in an SR2S event out of approximately 63,000 students and 108 schools in Solano County. There was an increase in school participation in International Walk to School Day, National Bike to School Day, the Bike to School Day Poster Contest and Spring and Summer Student Travel survey. The activities in this 5-year work plan will focus on continuing to increase engagement within elementary schools as part of the SR2S program with specific strategies geared towards middle and high schools and potentially afterschool programs. The future vision also includes connecting more intentionally to the benefits of physical activity for both students and adults and demonstrating program need overtime by intentionally providing wrap-around SR2S activities/events/services with current and future infrastructure projects to ensure project sustainability.

Strategic Focus Areas:

- 1) Align and Implement SR2S Program within all youth age groups (middle/high schools)
- 2) Leadership & Capacity Building for those SR2S in schools/youth organizations with an emphasis on physical activity
- 3) Prioritize Youth Engagement

Activities/Objective and Indicators	Outcomes and Indicators	Timeline
<p>1. EDUCATION/ENCOURAGEMENT In FY15-16, 63 Schools participated in an event and each school is eligible for 12 events/year (2 bike rodeos, 2 safety assemblies, 8 walk & roll events)</p> <p>Objective A: Increase number of schools participating in at least one SR2S by 10% each year and continually improve program offerings and quality every year over the next 5 years.</p> <p><u>Project Activities:</u> (All activities can be modified to meet the needs of school sites if necessary.)</p>	<p>Outcome #1 By June 2017, 5-10 new schools will participate in SR2S events each year (with participation in International Walk to School Day as a default activity)</p>	

<p>Activity 1: ESTABLISH PROGRAM FRAMEWORK TO ENSURE/INCREASE PARTICIPATION Date: Aug 2016 Description: During this period, consultants work plans will be finalized, staff hired (all 3 Project Coordinators in place with a timeline of activities) and evaluation procedures established. Our work on this project will be guided by our commitment to supporting youth across Solano County and the lessons learned through previous work supporting youth and adults engaged in other SR2S programs on the local, state and national level.</p> <p>In implementing the Program, each SR2S Program Coordinator will work in concert with Solano Public Health (SPH) staff to outreach to each of the schools in their respective areas. Through the guidance of the SR2S Program Administrator, SR2S staff will also coordinate with SPH to provide a more packaged approach (TA, trainings, etc.) in support of the SR2S Program especially in regards to physical activity. The SR2S Program Administrator will also help guide coordinators by providing appropriate strategies, messages, tools to help reach specific outcome goals.</p> <p>NOTE: Even if schools are too busy to participate, we will push to have schools at least participate in International Walk to School Day on October 5, 2016 and/or Bike to School Day on May 10, 2017.</p>	<p>Outcome # 2 By June 2017, the SR2S staff will have engaged and trained at least 50 teachers, staff, WSB leaders, volunteers, etc. to implement and sustain SR2S in their school or program.</p> <p><i>Process Outcomes: (to be developed based on the results of Objective A&B)</i></p> <ul style="list-style-type: none"> • An Annual Report Card/Best Practice Report will be shared each year to show program results. 	<p>Y1</p>
<p>Activity 2: DEVELOP TRAINING CONTENT and MATERIALS Date: Jan 2017 Description: SR2S will develop youth-friendly content and training materials. Along with the Bike Rodeos and Safety Assemblies, SR2S will explore designing fun, interactive train-the-trainer sessions (including PA), be more accessible in participating in walking school bus and other walking events and employ a more hands-on approach in helping schools implement SR2S activities in order to sustain them. SR2S staff will also be available via telephone and e-mail to provide ongoing “tailored” technical assistance to school sites, staff and anyone interested in implementing the SR2S program in the county.</p>	<ul style="list-style-type: none"> • A WSB Protocol & Presentation that can be used to train parents & volunteers • A Training catalog of activities, events and services to support SR2S program implementation. 	<p>Y1-Y2</p>
<p>Objective B: Build Capacity for SR2S Leadership in Schools</p> <p>Activity 1: ESTABLISH WALKING SCHOOL BUS LEADERS IN AT LEAST 15 SCHOOLS & WSB IMPLEMENTATION MATERIALS Date: Sept/Oct 2016 Description: Through the ATP Cycle 1 Grant, increase the number of WSB Leaders and/or weekly/daily walking programs in 15 schools across the county.</p>		<p>Y1-Y3</p>
<p>Activity 2: (RE-)ENGAGE COMMUNITY TASK FORCES Date: Sept/Oct 2016</p>		<p>Y1</p>

<p>Description: Meet with the Community Task Forces in each district at least once this year to update on what's happening with the SR2S Program and future infrastructure projects happening in each district. The SR2S Plan is scheduled to be updated in 2018 so this group can be instrumental in prioritizing SR2S projects and promoting the wrap-around program model.</p> <p>Activity 3: CONTINUE TO DEVELOP SR2S PARENT EDUCATION & OTHER SR2S MATERIALS Date: Jan 2017 Description: Create parent education workshops, toolkits and materials to present at back to school nights, family nights and special events in at least 5 elementary schools each year (as noted in SPH SOW Task C).</p> <p>*Year 2 Goal: Develop "Parent Champions" Program (or Teachers) at each school to ensure program sustainability</p> <p>Activity 4: CREATE BIKE RODEO CURRICULUM Date: Jan 2017 Develop and distribute Bike Rodeo curriculum guide that can be utilized by police departments and other agencies or organizations that use the bike trailer fleet. Time: Jan 2017</p> <p>2. ENFORCEMENT</p> <p>Objective C: Reinforce safe and healthy behaviors from pedestrians, bicyclists, drivers, students and parents around school grounds and on school campus through site policies</p> <p>Activity 1 – MANAGE ENFORCEMENT GRANTS & ALIGN TO PROGRAM GOALS Date: ongoing Description: Continue to administer Enforcement Grants each year (\$75,000/year) in partnership with local police departments as a community engagement strategy to better the awareness of community residents, parents and youth in school health and safety.</p> <p>Activity 2 – INCLUDE SR2S in SCHOOL WELLNESS POLICIES Date: Aug 2017 Description: Promote SR2S language into school district wellness policies, the Local Control & Accountability Plan (LCAP) and/or general plan updates in the cities and districts in Solano County to ensure program sustainability. (as noted in SPH Goal Task D)</p>	<p>Outcome #1 By June 2018, Both Suisun City PD and Rio Vista PD will have completed their SOW and influenced behavior around a school.</p> <p>Outcome #2 By June 2018, all school districts will have language of SR2S in their district wellness policies as an integrated youth physical activity strategy.</p>	<p>Y1-Y2</p> <p>Y1</p> <p>Y1-ongoing</p> <p>Y1-ongoing</p>
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<p>3. ENGAGEMENT</p> <p>Objective D: Using the Strategic Communications Plan, implement online/offline strategies in promoting the SR2S Program that can be measured and/or evaluated through analytics</p> <p>Activity 1: DEVELOP THE STRATEGIC COMMUNICATIONS PLAN Date: Aug/Sept 2016 Description: Develop the plan to help guide the SR2S Team in targeted messaging to further support overall program goals and identify web-based technology to support online contest components (i.e., Votigo, Inc.) and</p> <p>Activity 2: REVAMP THE S2RS WEBSITE & SOCIAL MEDIA PRESENCE Date: Jan 2017 Description: Through TDA-3 Funding, Improve the website to address better overall functionality using a content management systems (CMS) and designed to make more audience specific to our primary targeted groups.</p> <p>Objective E: Expand the SR2S Program to include middle and high schools as part of a Youth Engagement Pilot Project modeled after other successful city/county SR2S Programs</p> <p>Activity 1: LAUNCH APPLICATION PROCESS FOR MIDDLE/HIGH SCHOOL SITES (from school, after school and youth and community-based organizations) Date: Oct 2016 Description: The Youth Engagement Pilot Project will engage middle and high school aged youth in youth-led participatory action research (YPAR) projects involving transportation related activities that can improve the environment surrounding their school. SR2S will select up to 5 youth pilot groups in a simple application process that will outline in detail the requirements for participation, the level of commitment and responsibility and listing of the incentives for each site's participation in the project. The applications will be valued based on certain criteria, such as project relevance, immediate need, previous experience and level of interest. The application will require the names of the youth who will be participating, at least 1 adult leader and include a pre-assessment form or survey for SR2S to review.</p> <p>For participating in the project, SR2S will provide each site and their youth a stipend to be used for the project (i.e., stipends for each youth, stipend for adult leader support, travel to attend meetings and conferences). We will suggest that the sites give each youth at least \$200 each (although we want to encourage the sites to determine what's best for them and how to spend the money). When</p>	<p>Outcome#1 By end of FY16/17, increase SR2S Online/Offline Visibility that leads to the goal of at 5-10 new schools engaged in SR2S programming.</p> <p>Outcome #2 By June 2017, at least 3 middle/high schools will participate in the Youth Pilot Project where youth's knowledge, capacity and leadership in transportation issues will increase.</p> <p>Outcome # 3 By June 2017, Youth as part of the Pilot Project will recruit 100-200 youth to participate in an online media contest/campaign.</p> <p>Outcome #4 Youth media (videos, photos, etc.) highlighting youth voice can showcase community issues that eventually can become SR2S infrastructure projects in the future.</p> <p><i>Process Outcomes(to be developed based on the results of Objective #3)</i></p>	<p>Y1</p> <p>Y1-Y2</p> <p>Y1</p>
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<p>the sites are selected, they will be asked to sign a memorandum of understanding that lays out specific responsibilities for each site and their youth which will include:</p> <ul style="list-style-type: none"> • Identifying up to 6 youth/from each site who are interested in participating during the entire length of the project; • Attending a pre-meeting or conference call with SR2S to review each site assessment form based on their proposed work and potential needs; • Participating in all trainings and sessions and finding transportation for youth if needed; • Taking part in all evaluation measures conducted by SR2S. <p>Once sites are selected, youth will also have an opportunity to provide feedback, share ideas and determine the best ways for them to communicate most effectively during the project.</p> <p>Activity 2: HOST INTRODUCTORY SESSION Date: Jan 2017 Description: Once the groups are selected, the youth and adult leaders will be convened for a 1-2 hour overview meeting or online conference call (meeting in person preferred, but flexible). The meeting will begin with a summary of the project, the timeline and work plan, evaluation and any other needed logistics. Each site will also be asked to present the work they are currently doing. Roles and responsibilities will also be determined by youth and adults and may include leading the evaluation, event planning and/or media production of their project. This meeting will be infused with youth appropriate icebreakers and games to keep it interactive and give everyone a chance to get to know each other.</p> <p><i>*NOTE: Adult mentors from the groups will also be trained to train other youth and adults in doing YPAR related projects in their school and communities.</i></p> <p>Objective F: Launch 2 Contests: Golden Sneaker & Online Youth Media Contest/Campaign County to attract and recruit adults and youth to participate in SR2S or active transportation projects in the County</p> <p>Activity 1: LAUNCH GOLDEN SNEAKER CONTEST POST IW2SD Date: October 2016 Description: The Golden Sneaker Contest encourages teachers & students to use active and shared transportation over a period of time. Active transportation includes: walking, biking, skateboarding or using a scooter. Shared transportation includes: riding the school bus, using public transportation or sharing your ride with people from another household. The classroom with the highest percentage of these healthy travel choices will win the Golden Sneaker Trophy and celebration.</p>	<ul style="list-style-type: none"> • A SR2S Strategic Communications Plan • A SR2S Messaging Guide • A Social Media Strategy Guide • A Youth Story Bank of 50 to 100 videos, photos, etc. developed by Solano County youth showcasing future transportation projects or improvements in or around their school. 	<p>Y1-ongoing</p> <p>Jan 2017 <i>(moved to 2018)</i></p>
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<p>Activity 2: LAUNCH POSTER CONTEST Date: March 2017 Description: SR2S will launch a poster contest in the spring focusing on improving transportation, making it easier and safer to walk or bike and/or increasing physical activity through walking or biking. The contest will run for approximately 1 month and youth will be encouraged to promote the contest at their school, community and to their peers. The contest will also:</p> <ul style="list-style-type: none"> • Allow the youth leaders to lead in a peer-to-peer platform, encouraging more youth countywide the opportunity to participate in SR2S; • Bring more attention to the SR2S Program as well as highlight the importance of using a youth-led, peer-to-peer model when engaging youth in their school and/or community. 		<p>Spring 2017</p>
<p>4. ENGINEERING</p> <p>Objective G: Explore ways and/or strategies to complete remaining Infrastructure Projects Activity 1: FOCUS ON SAFETY PROJECTS THAT CAN HIGHLIGHT SR2S WORK Date: ongoing Description: Work with STA Project Managers/City Engineers/Community Task Force(s) to find the best way to prioritize projects that will focus on student travel safety and bring greater awareness of the SR2S Program promoting walking/biking to school.</p> <p>Objective H: Develop a wrap-around program model to demonstrate the need of the SR2S Program within future SR2S Infrastructure Projects Activity 1: PILOT & EVALUATE SR2S PROGRAM WITHIN INFRASTRUCTURE TIMELINE Date: Year 2 and beyond Description: Weave in SR2S Program Events/Activities along project timelines to engage users before, during and after the project is complete to ensure community buy-in and maximum usage of the improved project. Evaluate the program feasibility, process and gauge usage overtime.</p>	<p>Outcome #1: By June 2018, complete at least 50% of SR2S Infrastructure Projects</p> <p>Outcome #2: By June 2017, create an ideal program wrap-around model that can be included or side-by-side with future Project Infrastructure Timelines.</p>	<p>Y1-ongoing</p> <p>Y2-Y3</p>
<p>5. EVALUATION</p> <p>Objective I: Continue collecting National Safe Routes Partnership data to record participation as well outreach efforts (if applicable)</p> <p>Activity 1: Use process evaluations that will track outreach efforts, tracking contact forms, attendance, a youth story bank, track number of participants and number of youth engaged in all activities.</p> <p>Objective J: Evaluate Wrap-Around model to show effectiveness of SR2S Program with</p>	<p>Outcome 1: By June 2018, increase walking</p>	<p>Y1-Y5</p>

<p>Infrastructure</p> <p>Activity 1: Develop effective measurement tools particularly those that can measure the effectiveness of the SR2S Program overtime. Some methods can include:</p> <ul style="list-style-type: none"> • Collecting and comparing post test data after completion of trainings to evaluate individual changes, variation on knowledge and behavior as well as a process evaluation (e.g., attendance, satisfaction). <p>2) Conduct pre-post tests during the first and last sessions of a programmatic timeline to evaluate program effectiveness and participant’s self-perception on being knowledgeable and skilled in understanding the program and its usefulness in changing behaviors.</p> <p>3) Create tracking systems to monitor all meaningful online website activity (including activity on the online contest/campaign website) using website analytics to determine the effectiveness of the communications goals, message, overall strategy and outreach plan - if the target audience was reached.</p>	<p>and biking to school by 4% increasing the total to 23% overall.</p>	<p>Y2-Y5</p>
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Solano SR2S Strategic Communications Plan

INTERNAL DRAFT

Last Updated 12/21/16

Elements of a Strategic Communications Plan

(From W.K. Kellogg Foundation, 2006)

- Step 1: Determine Goal
- Step 2: Identify and Profile Audience
- Step 3: Develop Messages
- Step 4: Select Communication Channels
- Step 5: Choose Activities and Materials
- Step 6: Establish Partnerships
- Step 7: Implement the Plan
- Step 8: Evaluate and Make Mid-Course Corrections

STEP 1: Determine Goal

2016-2017 SR2S Communications Goals

1. **Create a Strategic Communications Plan** using some of the Four Processes developed by Aspiration Tech: Audience Assessment, Publishing Matrix, Messaging Calendar, Tracking and Metrics

<https://aspirationtech.org/training/communication/process>

2. **Increase SR2S Online/Offline Visibility that leads to goal of at least 60 or more school participants countywide each year**

Using this Strategic Communications plan, we will collect, develop, and disseminate communications materials to better tell the stories and frame the narrative around encouraging schools to consider Safe Routes programming & prevention strategies to make it easier to walk and bike to school. All communication materials and methods will be designed to increase SR2S awareness and get our audience to not only participate in the SR2S program but also promote the program to their peers and respond more effectively to supporting youth countywide.

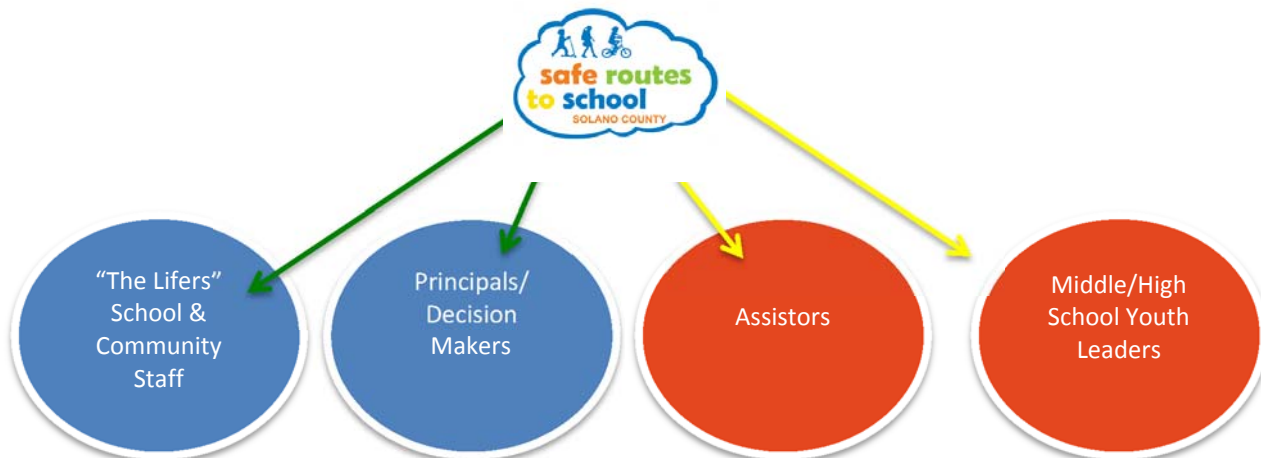
PROCESS STEPS

- Develop an audience assessment
- Develop a 5-month Messaging Calendar/Arc for rest of 2016
- Develop Website and online presence

- Social media and online tools (i.e. newsletter format, dashboard, etc.)
- Determine process for gathering analytics and metrics

STEP 2: Identify and Profile Audience

AUDIENCE ASSESSMENT



The four Prioritized Audiences/Segmented Groups for target communication and recruitment are:

Two Primary Segmented Groups (in Blue)

**Green Arrows show that most of our communication will be sent to these audiences*

- 1) “The Lifers” (School & Community Staff) The “Lifers” include teachers, school administrative staff, public information officers, parents or community/school volunteers (doing walking school bus) who have been supporting the school for a long time. Since Principals and Superintendents seems to come and go, our team needs to be targeting these folks who can help ensure program buy-in as well as promote and implement the program to other staff and directly to youth (who can encourage their parents also).
- 2) Principals/School Decision Makers – There are currently 63 schools participating in the countywide SR2S Program and we had 387 teachers complete the Hand Tally Surveys last school year, which means that many principals and/or assistant principals who are in support of Safe Routes programming within their school. They are a main target since they have the power to make the program happen in their school although they are often busy

and do not have the time to help with implementation (which is why the Lifers rank a bit higher).

Secondary Segmented Groups (in Orange)

- 3) “Assistors” or Program Partners – These groups are typically organizational allies who support the SR2S Program. They include partners such as: the Safe Routes National Partnership, Solano Public Health, MTC, Alta Planning, Transform, etc. It is important to strategize ways to collaborate with them and at the same time, find ways to display our Program’s uniqueness (through our messaging, delivery of service, etc.) so that they can message the program on our behalf as well.
- 4) Middle/High School Youth Leaders – Sonoma, Marin and Alameda Counties have extensive High School SR2S Youth Programs and targeting this age group will promote the program even further while increasing our numbers.

*Potential Subgroups include Community Residents and High School Aged Youth

STEP 3 Develop Messages

The messaging strategy of each communication channel will revolve around using “human” stories to capture why the SR2S Program is important and needed. The messages will always attempt to revolve around these two core topics:

- Enhancing community-centric leadership and telling the stories of real-life, on-the-ground work of people engaging in the SR2S Program (i.e. a parent leading a Walking School Bus, a Principal walking with students on Walking Wednesdays, a youth submitting a poster to the contest who wants to promote biking in his/her school);
- Creating conversations/actions towards supporting Solano County youth through the SR2S Program and in general as they continue to learn, grown and develop into adults.

What is SR2S and what do we do?

The Solano Safe Routes to School (SR2S) program works to increase the number of students walking and bicycling to school by helping to make the journey safe, fun and healthy. The SR2S program is administered by the Solano Transportation Authority (STA) and works in partnership with Solano County Public Health, air quality management districts, police departments, city governments, school districts and dedicated parent volunteers.

Using a comprehensive approach, the program includes the five “E’s” that are standard in Safe Routes programs throughout the country: education, encouragement, enforcement, engineering and evaluation. Our program also focuses on a 6th “E” for Engagement as community

engagement is a key factor for success. The program is available to all schools countywide and focuses on activities and programs that educate students on safety, health awareness and identifying safety improvements within communities to enhance active student travel.

SR2S Message Ideas/Themes

Here are some ideas/themes with potential SR2S messages that can help increase participation and awareness:

- SR2S is a FREE program that is easy to do & works to increase students walking and biking to school as well encourage physical activity for youth.
- The goal of SR2S is simple: increase the number of students who walk and bike to school. The benefits are numerous: more physical activity and better test performance for our students, less traffic and building stronger communities.
- The SR2S Program in Solano County has been around for 8 years creating more walkable and bike-friendly environments to and from schools across the county.
- SR2S has already created great strides as a countywide program and partnerships to increase health and safety among youth in Solano County.
- The SR2S Program works within many systems in government, education and the public that can help connect pieces, build bridges, increase awareness of student health and safety both through policy and program work.
- SR2S is a program that can enhance the county's efforts to support the overall health and safety of youth by increasing resident's mobility (both youth and adults).
- Due to increasingly limited funding and support, there is a pressing need for the Solano SR2S Program efforts to jointly connect to other Safe Routes to School programs across the region, state and nationally to show greater impact of the work. However, many efforts remain siloed rather than acting in synergy for maximum impact.
- SR2S will build local and regional partnerships, create opportunities for efforts to be leveraged, and facilitate coordinated actions that will enhance, expand, and elevate Safe Routes work countywide. We believe that increased collaboration, fostering non-traditional partnerships, and tackling tough challenges together will create impactful, lasting change in Solano County.
- The SR2S team will connect with what is happening on the ground and understand that issues that affect populations are not usually singular in nature. Because of this, we realize the need for a broader network for addressing crosscutting issues especially **as it relates to**

transportation (i.e. climate change, healthcare, obesity, etc.) and meaningful strategies to promote Safe Routes appropriately based on the needs of each city.

Future Direction: Incorporating Equity into SR2S Messaging

With Equity becoming an emerging topic (although not new), SR2S's core team can work to help enhance these efforts locally and regionally, build capacity and provide strategies that will increase health & transportation equity across Solano County. We can at least ensure this is happening and rise to the challenge of doing business differently – potentially adopting equity as a core element of our practices and change efforts. (We could seek partnerships with the National Safe Routes Partnership, PolicyLink and/or CDPH's Office of Health Equity (OHE) to find ways to collaborate on this area together. (Lloyd is on the OHE Statewide Advisory Committee through the California Department of Public Health).

<http://saferoutespartnership.org/blog/6-es-safe-routes-school-embracing-equity>

Prevention Institute's "System of Prevention" & Berkeley Media Studies Group have good information on how we can strategize potential equity messages targeting our two primary groups (perhaps more appropriate in Year 2).

Targeted Message Strategies to Segmented Groups

These are examples/ideas/strategies to target messages to these groups based on the central message points and can be expanded, edited, taken out, etc. after the team's feedback.

1. "The Lifers" (School & Community Staff)

- Create a SR2S Champion Program - Parent/Teacher/Youth "Champions of the Month" like Employee of the Month
- Connect stories of teachers, parent volunteers or youth making an impact through our SR2S Program (i.e. Use newsletter to highlight one each month)
- Highlight certain districts where we know support is not strong to get the buy-in from staff
- Focus on community school model in Vallejo and identify key implementers to strongly build-up and develop as a model for the other districts

2. Principals/Decision Makers

- Present & give information at Superintendent's meetings to inform principals of the program
- Highlight principals at our Annual Awards Ceremony

- Create a SR2S Champion Program - Principals/Admin could also be “Champions of the Month” especially if they are incorporating many components of the program, connecting to physical activity, etc.

3. Assistors

- In order to sustain funding, it is important to message to this group to strengthen the Solano SR2S brand amongst the field and answer this question: What separates us from all the other SR2S Programs? In addition, who is this movement all about?
 - It is important to say that it is about all of us making a change together, building capacity for others and collaborating with community stakeholders to get more students to walk and bike to school.
 - We need to practice and say in our messaging that sometimes our communities have the right solutions given the opportunity and say things like “Learning from our PAST is a solution for the future”. (We used to walk/bike as kids, and it is different now).
- Deconstruct reasons why parents do not allow their kids to walk/bike to school – create counter arguments to the common arguments (i.e. stranger danger, convenience, etc.)
- Promote our Program Model & Infrastructure – 7 Mayors as our Board of Directors – We have access to getting things done

4. Middle/High School Youth

- Engaging older youth will get more schools involved (middle & high schools) & create more ambassadors for the program and across the county
- Youth have the power to make change and we will create ways to get them more involved in SR2S as they are in Alameda, Marin and Sonoma County (Example: [REACH Coalition and the Rocky Hills Trail Project in Vacaville](#))
- Youth messaging the SR2S is 100x more powerful than us promoting it so getting their buy-in across the County is key.

STEP 4: Select Communications Channels

In order for the SR2S team to maximize its messaging strategy, we need to understand which communication channels are most effective at reaching our primary and secondary audiences. The chart below shows a list of recommended communication channels that SR2S can use from most to least effective, with the most effective on the top.



- Face-to-Face Meetings
- Email – Alerts & Newsletters
- Intranet/Website
- Social Media Tools

- Face to Face Meetings

Meeting with our primary and secondary audience in person remains the most effective way to engage and encourage involvement in the SR2S Program. STA already has great relationships and connections with schools, elected officials, etc. so the more we can meet and talk about the program with school officials, the more it will become part of the school culture. Each Project Coordinator is tasked with meeting with all the schools in their district(s) and figuring out how they can be engaged this year.

- Email – Alerts & Newsletters

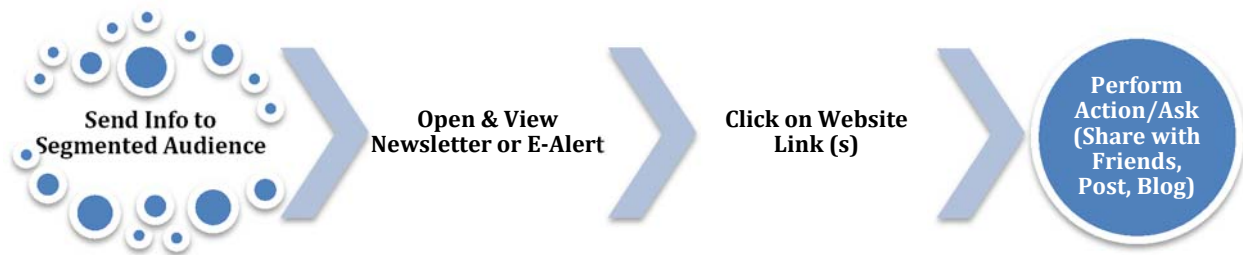
The goal of the Monthly Newsletter/Action Alerts is to not only keep our audiences informed but for the primary and second audiences (base) to adopt the program as a part of the school culture. We will focus on the following guidelines:

- 1) Aim for sending some form of communication at least once/month;
- 2) The messaging calendar will contain the events/activities that will occur each month ahead of time so the newsletter can be planned out accordingly;
- 3) 70% of what we send out will be on success stories from our schools and partners; 30% will be informational.

Here is the recommended process for sending out Newsletter or Action Alerts:

Create Initial Draft – Send to Betsy for Copy Edits — One Final Review (by Lloyd) – Send out to target segmented groups.

Per item 3 above, Here is an example of what our online engagement cycle should look like (see diagram).



QUESTIONS:

- Which format will we use? MailChimp or another free program?
- Formats need to be reviewed for mobile viewing. Who will ensure?

- Website

The SR2S website will be updated with a target start date of Feb 2017. The website will contain both external and internal features to serve as an information and action portal for SR2S participants and staff. Features will include:

- o Calendar of Upcoming Events
- o Storybank of Success Stories
- o Tools/Resources page (i.e. Crossing Guard manuals, Safety Tips, etc.)
- o Embedded social media integration
- o Features on site such has Blogs, Podcasts, etc.
- Social Media Tools:

SR2S is using Instagram and Facebook. Posts focused on our messages will happen daily or every other day by staff (still need to figure out who).

SR2S's initial social media plan is to:

- o Discuss internally with the team and decide the process for posting messages and photos online;
- o Ensure messages are consistent with the goals of the strategic communications plan;

- o Meet with STA communications team to assist in re-tweeting important messages on a broader platform (especially those coming from our targeted audience) when meetings and events occur;
- o Identify savvy social media users from both the primary and secondary audiences who will be willing to work with us to help increase our social media visibility at our meetings and events (if applicable)
- o Incorporate e-advocacy strategies on the website or the newsletter if appropriate (Moveon.org petition page, letters of support, etc.)

QUESTIONS:

-Should we use Hootsuite to consolidate and/or a social media dashboard to track activity?

-What process makes the most sense for updating/adding/positing online?

STEP 5: Choose Activities & Materials

YEAR 1 – Updated 8/16/16

ACTIVITY	DUE DATE & TO DO TASKS
1. Update SR2S Program Guide	Complete by Sept 2016
2. Create materials with messages/bullet points that the SR2S internal team can use both online/offline to potential participants and the field in general	Complete by Sept 2016
3. Compile a Storybank of SR2S Success Stories and Highlights to showcase the great work happening in Solano County	Complete by June 2017
4. Build New Integrated Website with Update Features	Completed by May 2017
5. Do at least once/month Newsletter and Timely e-Alerts	Ongoing; monthly

	<p>Focus on:</p> <ul style="list-style-type: none"> • Humanizing” the Program with stories from the field • Recognition: Highlighting Champion Parents, Schools, Youth etc. each month
6. Create at 2 ongoing e-marketing outreach campaigns to coincide with the newsletter to increase involvement in the SR2S Program	<p>October 2016 – Proceeding International Walk to School Day – Golden Sneaker</p> <p>March 2017 – Youth Media Online Contest/Campaign</p>
7. Implement new ideas to engage audience that can be featured on the website EX: Videos highlighting participant voices, Online Trainings (Bike Rodeos), Podcasts, etc.	Ongoing;

STEP 6: Establish Partnerships

Primary Segmented Groups

- School District Superintendents
- School Principals
- County Superintendent of Schools (on SR2S Advisory Committee)
- Solano County Teachers
- School Parent Volunteers, PTA, PTO
- Public Information Officers
- School Administration Staff (Office folks)

Secondary Segmented Groups

County/Regional

- Solano Public Health – NEOP & PA Workgroup
- Staff from each City in Solano County – Public Works
- Metropolitan Transportation Commission
- Cal Trans

- Alta Planning
- BAAQMD
- YSAQMD
- Spare the Air Youth Initiative
- Police Departments (City & CHP)
- Bay Area Regional Health Inequities Initiative (BARHII)

State

- California Department of Education (CDE)
- California Department of Public Health (Office of Health Equity)
- Active Transportation Safety Program – Victoria Custodio
- Local School Wellness Policy Collaborative – Lloyd’s on committee
- Prevention Institute
- Latino Coalition for a Healthy California (LCHC)

National

- Safe Routes National Partnership – Marty Martinez/Keith Benjamin
- American Health Association
- Trust for America’s Health
- PolicyLink
- Let’s Move Active Schools
- SHAPE Initiative

STEP 7: Implement the Plan

MESSAGING CALENDAR

This Message Calendar Information will be populated to either an interactive Excel Spreadsheet or using an online program (i.e. Asana).

*Please NOTE: The ideas/concepts stated under each month can stretch over the course of the year, but it is important that each newsletter or e-letter highlight a particular story to draw maximum interest. The story will be the centerpiece and attention grabber of each newsletter we send out (sort of like Yahoo having revolving interesting articles on their homepage. Moreover, everything we put out will always have an ASK – We want to be more than just sending out information.

SAMPLE: 5-MONTH PLAN – AUG-DEC 2016 AUGUST 2016

NEWSLETTER: **TARGET LAUNCH – Aug 31st**. DEADLINE FOR SUBMISSIONS IS:

MAIN ASK: Welcome Back to School

EVENTS & TASKS

- Launch Person Highlight Series – Provide a series of stories about community members/champions participating in Safe Routes to School
- Insert PA messages to first two targeted segmented groups
- Tomato Festival – Write up
- Youth Pilot
- Walking School Bus – Promotion

Future Items:

- News Article Link – Should we try to target or pitch a news worthy story each month?
- Include Blog –
- Links to Upcoming Events

SEPTEMBER 2016

NEWSLETTER: **TARGET LAUNCH – _____**. DEADLINE FOR SUBMISSIONS IS:

MAIN ASK: Walk to School Day Participation!

EVENTS & TASKS

- Launch Person Highlight Series – Walk to School Day Champion & School!
- Golden Sneaker Information
- Walking School Buses
- Youth Pilot Update

OCTOBER 2016

NEWSLETTER: **TARGET LAUNCH _____** DEADLINE FOR SUBMISSIONS IS _____

MAIN ASK – Post Walk to School Contest – Golden Sneaker – Physical Activity

EVENTS & TASKS

1. Continue Story Series – Champion PA/Bike Person?
 - a. Feature one of our partners talking about the value of SR2S
2. Physical Activity Article or Promotion
3. Policy Update – Info about SR2S National
4. Annual Report highlighted

NOVEMBER 2016

NEWSLETTER: TARGET LAUNCH _____ DEADLINE FOR SUBMISSIONS IS _____

MAIN ASK – Youth Focused Newsletter

EVENTS & TASKS

1. Continue Story Series (Highlight young person or youth from HS Pilot or others)
2. Physical Activity – In connection to overeating for Thanksgiving
3. Policy Update
4. Youth Project

DECEMBER 2016

NEWSLETTER: TARGET LAUNCH _____ DEADLINE FOR SUBMISSIONS IS _____

MAIN ASK – In the spirit of giving, Ask audience to make a commitment in relation to SR2S (Ex: I will encourage my daughter to ride her bike more). Use Kuleana principles through Kanu Hawaii to frame. (Lloyd)

EVENTS & TASKS

1. Continue Story Series – one Feel Good story about a partner doing work outside of their scope to help others
2. Physical Activity
3. Youth
4. Links to Upcoming Events

STEP 8: Evaluate & Make Mid-Course Corrections

TRACKING AND METRICS

Lloyd and the SR2S team will see what analytics for the website and newsletter will be worth tracking over the coming months. We (or they) can generate a report each month that may look similar to this below. We may also get stats from the SR2S Page to use as a baseline also.

Here is an example of what the report could look like (this does not include newsletter stats which can be included if useful).

Detailed 2016 Website Stats

Unique Visitors: The # of different people visiting website.

Date	# Unique Visitors
Jan 1 – Dec 30, 2016	avg/per month
August 2016	
September 2016	
October 2016	
November 2016	
December 2016	

Page Views: The totally number of pages viewed.

Date	# Page Views	Visitor to Page View Ratio:*
Jan 1- Dec 30, 2016		
October 2016		
November 2016		
December 2016		

NOTES: What months are highest? Adjust strategy when volume is highest

<u>Top Content:</u> Pages viewed the most in 2016.	<u>Top Downloads:</u> Most popular resources in 2016.
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.



DATE: February 15, 2017
TO: SR2S Advisory Committee
FROM: Anthony Adams, Project Manager
RE: One Bay Area Grant (OBAG) 2 & ATP 2 Engineering Projects Update

Background:

As the Congestion Management Agency for Solano County, the Solano Transportation Authority (STA) coordinates obligations and allocations of state and federal funds between local project sponsors, Caltrans, and the Metropolitan Transportation Commission (MTC). Every 4-5 years the federal government provides metropolitan planning organizations (MPOs), such as MTC, with federal cycle funds to disperse to CMAs, such as the STA. The previous federal cycle funds were referred to as One Bay Area Grant (OBAG) Cycle 1 funds, the new federal cycle funds are to be referred to as OBAG Cycle 2 funds.

One of the MTC OBAG 2 funding requirements is that the CMAs issue a unified Call for Projects. Due to the significantly reduced State Transportation Improvement Program (STIP) which provides funding for programming and project delivery and MTC's action to eliminate regional funds for ridesharing and Safe Routes to Schools, and based on the STA Board's direction to sustain these STA led efforts, \$6.86 million in Surface Transportation Program (STP) and \$2.75 million in Congestion Mitigation and Air Quality (CMAQ) is recommended to sustain these efforts over the five years of OBAG 2.

After allocations programmed to sustain STA programs, a remainder of \$5,897,027 in STP funds is available for disbursement local jurisdictions on a formula basis. A total of \$4,606,003 in CMAQ funds is available for the open Call for Projects. The Call for Projects was issued on September 15th and the Safe Routes to School Advisory Committee sponsored by the City of Fairfield submitted a Safe Routes to School Infrastructure/Non-Infrastructure Project at Grange Middle School.

Discussion:

OBAG 2 Project Update – Grange Middle School

Attachment A shows the projects that were submitted to STA for OBAG Cycle 2 CMAQ call for projects. Solano County jurisdictions submitted a total of 13 projects during the OBAG Cycle 2 CMAQ Call for Projects. Project sponsors requested a total of \$17.3M in CMAQ funds with only \$4.6M available; a nearly 4 to 1 ratio. Eligible CMAQ projects types included bike lanes, pedestrian improvements, transit improvements, and road diets. Project sponsors were asked to present their projects at the STA Board Meeting on Feb 8, 2017. A final decision will be made in March 2017 on the projects and amounts awarded.

A total of \$438,547 of the \$4.64M open call for projects is required to be dispersed to Solano SR2S program to meet the minimum county SR2S disbursement.

ATP 2 Update

The Solano Safe Routes to School Program was awarded a grant for \$3.067 million by MTC under the 2015 regional allocation of the Active Transportation Program (ATP) Cycle 2. Solano SR2S received funding for a combined infrastructure and non-infrastructure SR2S project, providing infrastructure improvements at 7 Benicia and Vallejo schools, while providing education and outreach to 26 schools throughout the Cities of Benicia, Rio Vista and Vallejo.

Initial meetings were held with the City of Vallejo to finalize infrastructure changes at Cooper Elementary and Lincoln Elementary. Pedestrian counts were performed at Mary Farmar Elementary and Benicia Middle School and all schools in Benicia were finalized. All of these infrastructure improvements are priority projects identified in the STA's Safe Routes to School Plan completed in 2013 and the design and engineering for these projects will take place in FY 2016-17, with construction to start in FY 2017-18.

Project is currently seeking environmental clearance. Design funds are expected to be obligated in Summer of 2017, with Construction expected during the Summer of 2018.

Fiscal Impact:

None.

STA OBAG Cycle 2 Project Submittals						
#	Project Sponsor	Project Name	Project Type	Total Project Cost	CMAQ Request	STP Contribution
1	Benicia	Park Rd	Bike Lanes	\$5,200,000	\$2,300,000	\$402,000
2	Dixon	Vaca-Dixon Phase 6	Bike Lanes	\$845,510	\$748,530	\$0
3	Fairfield	Grange Middle	Safe Routes to School	\$1,200,000	\$1,062,360	\$0
4	Fairfield	West Texas Gateway	Bike, Ped, Transit	\$2,950,000	\$1,950,000	\$500,000
5	Rio Vista	Airport Rd	Bike Lanes	\$882,370	\$761,000	\$81,370
6	Rio Vista	St. Francis Way	Bike Lanes	\$371,370	\$250,000	\$81,370
7	Rio Vista	Front St	Ped Improvements	\$316,370	\$195,000	\$81,370
8	Solano County	Fairgrounds Dr	Bike, Ped, Transit	\$2,999,296	\$500,000	\$0
9	STA	Vehicle Share Program	Rideshare	\$282,390	\$250,000	\$0
10	STA	Mobility Call Center	Rideshare	\$1,500,000	\$500,000	\$0
11	Suisun City	Lotz Way	Bike and Ped	\$850,000	\$752,500	\$0
12	Vacaville	VacaValley Pkwy	Bike, Ped, Transit, Traffic Operations	\$12,400,000	\$4,500,000	\$750,000
13	Vallejo	Sonoma Blvd	Road Diet, Bike Lanes, Ped Improvements	\$4,015,000	\$3,604,129	\$0
Total				\$33,812,306	\$17,373,519	\$1,733,370
CMAQ Available					\$ 4,606,003	
Percentage of Funding Request Able to Fund					27%	

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DATE: February 15, 2017
TO: SR2S Advisory Committee
FROM: Lloyd Nadal, SR2S Program Administrator
RE: Safe Routes to School (SR2S) Community Task Force Updates

Background:

The Solano Safe Routes to School (SR2S) Program works to increase the number of students walking and bicycling to school by helping to make the journey safe, fun and healthy. Using a comprehensive approach, the program focuses on activities and events that educate students on safety, health awareness and identifying improvements within communities countywide to enhance active student travel safety. The Solano SR2S Program works with all 7 cities and each has a SR2S Community Task Force to oversee prioritization and implementation of SR2S activities at the local level. In some cases, these task forces are extensions of existing committees or groups that focus on school-related transportation issues. In other cases, they were reinstated as part of the 2013 SR2S Plan development process.

Discussion:

The Solano SR2S Program is preparing to re-engage with each City/School District's SR2S Community Task Force in 2017 (Vallejo already met once) to review initial improvements from the existing 2013 SR2S Plan, discuss any new schools or areas within each jurisdiction for future safety infrastructure projects and prioritize existing or new projects and programs to include in the updated SR2S Plan for 2018.

The current list of each city's SR2S Community Task Force was shared with the TAC and STA Board in 2017 and updated. The Solano SR2S Staff will be reaching out to members to schedule SR2S Community Task Force meetings starting in February.

Fiscal Impact:

None.

Recommendation:

Informational.

Attachment:

- A. SR2S Community Task Force List 2017

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ATP CYCLE 1 – NON-INFRASTRUCTURE PROJECT WORK PLAN SOLANO SAFE ROUTES TO SCHOOL

Mid-year Narrative Report

Date: July 2015-July 2018

Project Number: SRTSLNI-6249(039)

Allocation: \$388,000

Project Description: Safe Routes to School - Active Transportation Program Cycle 1: Utilize two-pronged approach to ingrain walking and rolling into the school culture.

Background

Through support of this ATP Cycle 1 grant, the Safe Routes to School (SR2S) Program of the Solano Transportation Authority (STA) in collaboration with the Solano County Department of Public Health has been working on a two-pronged approach to pilot walking and biking programs that will be ingrained in school culture and sustainable within 15 selected schools in Solano County. Since 2013, the Walking School Bus (WSB) Program has been operating in 18 Solano County schools and the goal of this grant was to work with at least 15 more schools to develop ongoing walking and biking programs by 2018. These 15 schools selected by the ATP Subcommittee of the Safe Routes to School Advisory Committee were chosen based on a variety of criteria, including past or current participation in the Walking School Bus program, location in or near a disadvantaged community or Community of Concern, percentage of students participating in the federal Free and Reduced Price School Meals program, collision data, and either have implemented or will implement infrastructure improvements as identified in the SR2S Plan.

Solano SR2S Staff and Solano County Public Health staff have been working with these 15 schools and other schools to: train school staff/volunteers to lead the walking school bus route, educate parents and identify and support parent champions/super volunteers, set individual targets for schools to increase active transportation based on current walking/rolling status and award schools with special distinction as long as the school continues to work on promoting walking and rolling to school. Despite being at different levels of implementation, all 15 schools have been engaged and participated in at least 1 SR2S event and all recently participated in International Walk to School Day in 2016. Also, SR2S Staff has been working with other



interested schools across the county to implement walking or biking programs as part of our ongoing goal and effort to increase the number of students who walk or bike to school.

Scope of Work Update (12/27/16)

The other SR2S Program component was to allocate funding towards a school position to lead a Walking School Bus Route on a daily basis from a marked location which would reduce traffic and congestion around the school. The original plan was to get into contract with 7 school districts and create a WSB staff position within each district. This has come with many challenges. First of all, there has been a high rate of turnover amongst principals and school staff that was not anticipated which has made it hard to get every school on board. Also since volunteers can't be paid through federal funding, it's been difficult to find the right mechanism to make this work since each school district has its own administrative challenges and operates a bit differently. Finally, to execute a Walking School Bus at each school is not easy (even with money that can be allocated) given the nature of what is being asked. What we've learned is the program requires developing a system where someone is available every single day during the school year and finding the appropriate staff that may already be performing other tasks at the school. Also, liability concerns have been discussed as well given the routes are off school campus. Even so, the SR2S Program has been having continued discussions with the schools and school districts to find solutions to meet the goals regardless.

The strategy moving forward will be to contract with the Fairfield/Suisun City School District, Vacaville Unified School District and Vallejo City Unified School District to pilot implementation of a Walking School Bus or WOW (Walk or Wheel) Program in 8-10 schools within the district administered by individual school on-site Yard Duty or other part-time staff. These staff members must be available to allocate up to 5 hours per week to administer SR2S activities such as leading a WOW Program during school or a Walking School Bus before or after school throughout the year. The contract will be for one school year and the exact number of schools and hours of each school will be decided upon by STA and school district staff.

Here are specific deliverable updates based on each task as noted in the grant:

TASK A: Walking School Bus Implementation

Fund positions within each school to be an on-site SRTS coordinator

1. *Participation in encouragement events such as International Walk to School Day and Bike to School Day - DELIVERABLES: 30 Events per year at 15 schools*

During the 2015-2016 school year, there were 130 total SR2S events with 63 schools participating. All 15 ATP schools participated in at least one SR2S event and the events consisted of our 2 signature event days (International Bike to School Day & National Bike to School Day), Bike Rodeos, Bike Mobile, Safety Assemblies and Parent/Family Nights. For International Walk to



School Day in October of 2015, 45 schools (13 of the 15 ATP schools) representing 9,455 students participated across the county. For National Bike to School Day on May 2016, 26 schools (7 of the 15 ATP schools) representing 1,421 students participated across the county.

During the 2016-2017 school year, there have been 125 events with 68 schools participating as of December 2016. As before, all 15 ATP schools participated in at least one SR2S event and all took part in International Walk to School Day on October 2016. In total, 54 schools across the county representing 9,361 students participated in the countywide event.

The SR2S Staff continues to push for Walking School Buses in the 15 ATP Schools despite the school clerical issues as described in the Background above. Our staff has facilitated 13 school meetings to discuss WSB or WOW implementation and 5 of the 15 ATP Schools are currently engaged in implementing the WSB Program. Staff is also working with 10-15 additional schools countywide to start WSB's there also. Below are examples of schools Solano SR2S worked with to implement the WSB Program. Callison Elementary is an ATP School.

Walking School Bus Implementation Examples

- *Callison Elementary School, Vacaville Unified School District*

Located in Vacaville, Callison Elementary has been at the forefront of a sustainable WSB led by school staff in an effort to reduce traffic congestion around the school during pick-up and drop-off times. Three staff members tirelessly led up to 50 students daily to and from school safely, rain or shine, as part of the school's first WSB program. The Callison WSB is featured in the Solano SR2S video that is used to promote the program to other schools and community stakeholders.

- *Center Elementary, Travis Unified School District*

Center Elementary School in Fairfield has a consistent WSB that runs daily before and after school this year. The Center WSB is led by a parent volunteer Joyce Bocade, who upon seeing a need for traffic reduction and safe travel options for students living close to Center Elementary, contacted the City of Fairfield who put her in touch with the SR2S program. She recruited parents in the surrounding neighborhood to help ensure the WSB would run daily before and after school. This group has developed many best practices for a successful program by forming a Facebook page for communication between parents and attending school events to promote the WSB.

- *B. Gale Wilson K-8 School, Fairfield-Suisun Unified School District*

Located in Fairfield, B. Gale Wilson has run a continuous Walking School Bus WSB route since October 2012. This route was led daily by volunteers averaging 15-20 students daily. Parent volunteer Ann Blystra, has led the WSB for the last year and a half. In April 2014, the bus had grown so large that it was in danger of having to be shut down if additional volunteers could not



be identified. Mrs. Blystra contacted school Principal Cheryl Jones, used the PTA Facebook page, and outreached to the parents of the students walking on the WSB route. She was able to recruit additional volunteers to maintain an appropriate student to adult ratio. New volunteers were able to sign up for one to two days per week thereby spreading responsibility throughout the team.

In addition, several parents and school staff have also been responsible for the successful implementation of daily Walking School Bus routes, regularly scheduled Walking Wednesday programs, and the continuation of the SR2S events at other schools. In FY15-16, the SR2S Program acknowledged the efforts of 13 exemplary schools in the county, as well as several staff and parents who went “above and beyond” to further the SR2S Program goals. Certificates of Appreciation, signed by the STA Board President and the mayor of each recipient’s respective city, were presented. Schools that participated in 4 or more SR2S activities in the 2015-2016 school year were also recognized. Listed below are the schools and the number of activities they participated in:

Benicia Unified School District

*Matthew Turner (4)
Robert Semple (4)
Mary Farmer (8)

Dixon Unified School District

Gretchen Higgins (5)

Fairfield-Suisun Unified School District

Cordelia Hills (4)
Crescent (4)

Vacaville Unified School District

Browns Valley (5)
*Callison (4)
Fairmont (5)
Hemlock (5)

Vallejo City Unified School District

Beverly Hills (4)
Loma Vista (6)
Grace Patterson (7)

In addition, parents, school staff and Academic Support Providers were recognized for their efforts at the following schools:

Beverly Hills



Browns Valley

*Callison

Loma Vista

Mary Farmar

**School Listed in the ATP-1 Grant*

2. *Weekly or Daily Walking Programs – GOAL: 15 active walking school bus routes per school year*

During the 2015-2016 School Year, 6 schools participated in a WOW (Walk or Wheel) Program including 2 ATP Schools: Matthew Turner and Wardlaw Elementary. In 2016, we added 5 more ATP schools: Padan, Suisun Elementary, Callison, Markham and Lincoln Elementary and other schools including Steffan Manor, Pennycook, Weidemann, Beverly Hills and Everest Academy bringing the total to 16 schools. The goal is to institute weekly or daily walking programs in at least 25 schools across the county by the end of 2017. Below are two examples of successful weekly Walking Programs spearheaded by a parent at Matthew Turner Elementary (an ATP School) and by staff at Patterson Elementary.

Weekly Walking Program: Walking Wednesdays

- *Matthew Turner Elementary School, Benicia Unified School District*

Suzanne St. Jacques, a parent at Matthew Turner Elementary in Benicia, has been supportive of SR2S since the inception of the WSB Pilot Program. In October 2012 when she volunteered as a WSB Leader. During the 2014-2015 school year, she also led the effort to incorporate a monthly Walking Wednesday which had over 100 students participating at each monthly event.

- *Walking Wednesdays at Grace Patterson Elementary, Vallejo City Unified School District*

Nicholas Bellamy, the Academic Support Provider at Grace Patterson Elementary School in Vallejo, has been an invaluable asset to the SR2S program at his school. After International Walk to School Day in October of 2014, he began a Walking Wednesday program and has championed the students at Grace Patterson Elementary to walk to school every Wednesday. The school has on average over 100 students participating weekly in this fun event. Mr. Bellamy has been instrumental in the encouragement of the students to participate in the Walking Wednesday program, and has shown himself to be a Safe Routes to School Champion at Grace Patterson Elementary.

3. *Implement funding agreements with 7 school districts – GOAL: 7 fully executed funding agreements with each school district in Solano County.*

Solano SR2S is currently in talks with 3 school districts (Fairfield-Suisun Unified, Vacaville and Vallejo City Unified) to pilot implementation of a Walking School Bus or WOW (Walk or Wheel) Program administered by individual school on-site Yard Duty staff. The contract will be for one



school year and the SR2S Team will work closely with each school district and participating schools to ensure successful implementation. If the pilot yields positive results, we will look to sustain funds for these school districts for multiple years and use as a model for implementing with the other 4 school districts.

TASK B - Parent Education Activities and Volunteer Recruitment

Develop School Staff & Parent Educational workshops, outreach activities and training materials

1. *School Site Meetings – DELIVERABLES: 2-4 site meetings per school, flyers, sign in sheets, presentations*

During the 2015-2016 school year, the SR2S Staff setup in-person meetings with 9 of the 15 ATP Schools (and 13 school meetings total) where Walking School Bus information, Walking Wednesday flyers and other materials were shared with school staff. Our team is hoping to have meetings with all the schools in 2017. Also in coordination with Solano Public Health (SPH), Solano SR2S promoted and delivered incentives to up to 54 schools that participated in International Walk to School Day (IW2SD) in both 2015 and 2016. Staff also communicated with local police departments to assist and provide support for IW2SD both years.

Safety Assemblies & Helmet Education workshops were held at 12 schools countywide (3 of which were ATP schools: Cleo Gordon, Lincoln and Markham). As an example, SPH presented two safety assemblies at Markham Elementary which was attended by 594 students and over 50 school staff.

In July 2016, SPH developed a presentation used at a workshop for Fairfield Suisun City Unified School District (FSUSD) Physical Education (PE) staff on how to implement the SR2S Program at the school. The SR2S Staff plans to do a follow up training with FSUSD staff in March 2017 through coordination with the Nutrition Education and Obesity Prevention's (NEOP) Program of Solano Public Health.

2. *Parent Workshops - DELIVERABLES: 1-2 workshops per school, training guides, flyers, sign-in sheets*

From 2015-2016, SR2S Staff and SPH attended 28 Back to School Family Nights in Fairfield, Suisun City, Vacaville and Vallejo engaging 544 total parents/adults and organized 3 parent workshops/meetings at Browns Valley, Callison and Tremont. SPH will work with the Vallejo City Unified School District (VCUSD) to organize a break-out session to parents during the Vallejo City Unified School District Family Resource nights in 2017. SPH will deliver parent workshops at the remaining ATP schools in 2017.



3. *Volunteer Recruitment – DELIVERABLES: emails, flyers, volunteer registration forms, website*

SR2S Staff and SPH continue to educate the public about the program and recruit parent volunteers at a number of community events throughout the year, including the Fairfield Tomato Festival, Earth Day, Vacaville Kidfest and the Rio Vista Safety Fair. From 2015-2016, 45 volunteers signed up with us at these events and our goal is to reach 60 volunteers in 2016-2017.

Also, presentations, trainings and meetings on recruiting parent volunteers for the Walking School Bus Program occurred at 12 schools and Bike Rodeos occurred at 5 schools each with 4-6 volunteers present.

4. *Evaluation – DELIVERABLES: Summary of survey results from participants, track volunteer participation*

In April 2016, the SR2S conducted parent surveys (in both English and Spanish) at two schools in Fairfield (Tolenas Elementary and Grange Middle School) engaging 135 parents. The Solano SR2S Program assisted the City of Fairfield in support of a grant application to improve areas surrounding a railroad crossing along East Tabor Avenue. The city's goal is to make walking and bicycling along this route safer for students and residents and we engaged parents to garner their feedback. An average of 95% of parents at both schools felt like this project is a priority in their community and 56% said that safety improvements to the railroad crossing would increase the likelihood that they would allow their child(ren) to walk or bike to school.

In Early 2017, the Program will use this parent survey as a model in developing a pre-post survey that will be administered to the 15 ATP schools (as well as other schools interested). The goal of the pre-post parent survey will be to ask how their child(ren) get to school and what SR2S educational programs, activities or projects could help improve safety surrounding the school. Their feedback will be valuable in working with each City's SR2S Community Task Force as they work to update and prioritize school safety projects that will be included in the 2018 SR2S Master Plan.

As noted earlier, 45 volunteers signed up at events during the year. SR2S Staff has followed up with each and are working with the schools they are affiliated with to begin their individual volunteer process and formal procedures.

TASK C - School District Staff, Parent and Student outreach and marketing materials.

Develop media campaign and outreach materials for program promotion.

1. *Develop tool-kit for parent education – DELIVERABLES: Toolkit with agenda template, PowerPoint, workshop curriculum*



SPH is in the process of developing a parent education tool-kit which will be completed by Feb 2017.

2. *Media campaign, PSAs to promote program & health benefits – DELIVERABLES: Radio and television PSAs, updated website, press releases*

Solano SR2S developed the Program’s first Strategic Communications Plan to collect, develop, and disseminate communications materials to better tell the stories and frame the narrative around encouraging Solano schools to consider Safe Routes programming and prevention strategies to make it easier to walk and bike to/from their school. This plan would help ensure that all communication materials and methods be designed to increase SR2S awareness and identify specific target audiences that would not only engage in the SR2S program but promote the program to their peers and respond more effectively in supporting the health and safety of youth countywide. Typically, a comprehensive Safe Routes to Schools program contain 5 “E’s” - education, encouragement, evaluation, engineering and enforcement. However, in Solano County a sixth “E” (engagement) was added in the recent SR2S Plan Update to emphasize the importance of engaging with all stakeholders to make this program successful. As part of the Strategic Communications Plan, engagement strategies were designed to line up communication and involvement among all stakeholders, especially parents, for the benefit of an improved Safe Routes to School Program.

In May of 2015 and 2016, the SR2S Program hosted a National Bike to School Day Poster Contest/Campaign for elementary and middle school youth. 41 schools and 222 total students participated across the county and the winning posters were awarded prizes and marketed using various media platforms. The Contest will continue again in May 2017.

The Solano SR2S Program developed an “At-a-Glance” Program Guide, a Walking School Bus Flyer and an Annual Report in 2015. The program will develop a foldable Program brochure in 2017. SR2S Staff and SPH continue to educate the public about the program and recruit parent volunteers at a number of community events throughout the year, including the Fairfield Tomato Festival and Earth Day festivities, Vacaville Kidfest and the Rio Vista Safety Fair.

As part of the SR2S Strategic Communications Plan, a Message Calendar was created to note upcoming events, work and activities which would then be used to develop a marketing strategy in determining future campaigns and outreach methods using appropriate media outlets. The messaging strategy of each communication channel will revolve around using “human” stories to capture why the SR2S Program is important to people. The messages will always attempt to revolve around these two core topics:

- Enhancing community-centric leadership and telling the stories of real-life, on-the-ground work of people engaging in the SR2S Program (i.e. a parent leading a Walking School Bus,



a Principal walking with students on Walking Wednesdays, a youth submitting a poster to the contest who wants to promote biking in his/her school);

- Creating conversations/actions towards supporting Solano County youth through the SR2S Program and in general as they continue to learn, grow and develop into adults.

In October 2015 and 2016, the SR2S Program launched radio ads with the countywide radio station KUIC promoting International Walk to School Day. The ads were played on a loop two weeks prior to the events.

In 2015, three Video PSAs were created to promote the SR2S Program entitled “What’s Your Safe Route?”, “Calm vs Chaos” and “Think Outside the Car”. All can be viewed on the SR2S Website under “About Us” Tab/Videos.

The Solano SR2S Program is using Facebook and Instagram to promote using social media. The Solano SR2S Facebook page currently has 238 likes and is posting SR2S related activities, events and materials on a daily basis. Using Instagram, the program will start populating pictures immediately after events to showcase the program’s presence engaging with people across the county on a regular basis. Solano Public Health (SPH) uses its Facebook page to post items related to SR2S as applicable re-posting or re-tweeting posts to “drive traffic” to the SR2S and STA websites. Through their own campaign and website, VibeSolano, SPH cross promotes Safe Routes to School and youth health and safety topics.

The Solano SR2S website will be updated in 2017. An RFP for a web designer/firm will be issued in Jan/Feb 2017 and hoping for a launch in May 2017.

- 3. Integrate new walking school bus routes into interactive mapping website. – DELIVERABLES: Updated walking school bus interactive mapping tool on website.*

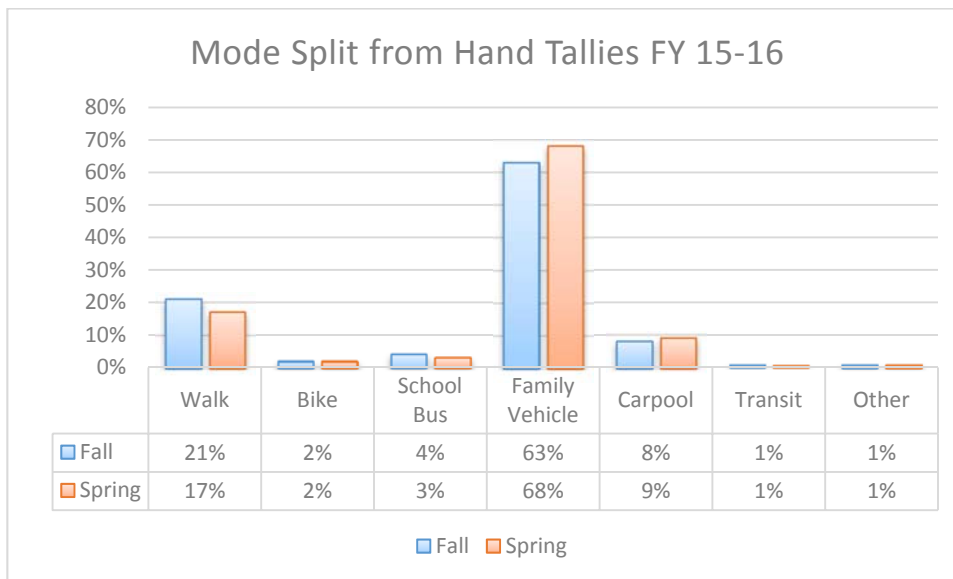
In March 2015, STA contracted with Brian Fulfrust & Associates (BFA) to update the Walking School Bus Google Mapping Tool for SR2S. BFA originally developed the mapping tool, a training manual and provided training to staff on how to use the tool. The new interactive mapping tool contains updated Walking School Bus Routes for each school in Solano County in a drop-down menu, park and walk locations and more user-friendly features to interact with the map. BFA is also providing us with additional on-call support till June 30, 2017. The tool can be viewed on the SR2S website under the “Maps” tab.

TASK D – Evaluation

- 1. Distribute and collect student hand tally surveys each Oct and May - DELIVERABLES: Enter survey results into National Safe Routes to School Database*



Since the Program’s inception, Solano SR2S has evaluated its yearly progress through Student Travel Hand Tally Surveys done with schools twice per year. The graph below displays hand tally data for Solano County for FY 2015-16. Sixty-eight schools participated in the in-class hand tallies during the fall (37) and spring (31) of FY 2015-16, representing over 54,000 trips taken to school. Although the primary way of getting to school is in a family vehicle, the data shows that 19% of all trips taken to school are by walking (and 2% biking). According to the data over the past five years, the percentage of all trips taken to school by walking is averaged to 19% which is more than the National Average (13%) but slightly less than the California Average (24%).



In 2017, the Program has partnered with the Solano County Office of Education to include Safe Routes to School related questions in the California Healthy Kids Survey which will be given to 5th, 7th and 9th Grade students across the county in Fall 2017. This information could provide more accurate baseline data of mode splits amongst youth in the county as opposed to the Hand Tally Surveys that are done twice a year.

The Program will also look to evaluate program feasibility and develop process evaluation methods or tools that can measure the effectiveness of the SR2S Program overtime. The Program may hire an outside agency to conduct further evaluation to show program efficacy and some additional methods might include:

1. Collecting and comparing post test data after completion of trainings to evaluate individual changes, variation on knowledge and behavior as well as a process evaluation (e.g., attendance, satisfaction).
2. Conduct various pre-post tests including parent surveys, interviews and bicycle and pedestrian counts during the first and last sessions of a programmatic timeline to evaluate overall program effectiveness and participant’s (both youth and adults) self-



perception on being knowledgeable and skilled in understanding the program and its usefulness in changing behaviors (especially in regards to travel).

3. Create tracking systems to monitor all meaningful online website activity using analytics to determine the effectiveness of the communications goals, and overall strategy and outreach plan - if the target audience was reached.

2. *Distribute and collect pre-surveys to parents*

Based on our previous parent survey and a model survey from the Safe Routes to School National Partnership, the Program will develop a pre-post survey that will be administered to the 15 ATP schools (as well as other schools interested) in 2017. The goal of the pre-post parent survey will be to ask them how their child(ren) get to school and what SR2S educational programs, activities or projects could help improve safety surrounding the school. Their feedback will be valuable in working with each City's SR2S Community Task Force as they work to update and prioritize school safety projects that will be included in the 2018 SR2S Master Plan.

3. *Distribute and collect post-surveys to parents*

Same as #2



Solano Safe Routes to School Program

Walking School Bus & Walk or Wheel (WOW) Program Implementation

Background

The Solano Safe Routes to School (SR2S) Program was launched in 2008 by the Solano Transportation Authority in partnership with Solano County Public Health in response to the asthma and childhood obesity rates in Solano County, and air quality concerns around schools during drop off and pick up times. The SR2S Program's goal is to encourage students to walk and bike to school, utilizing engineering projects and encouragement and educational events to meet this goal.

Two of the Safe Routes to School's encouragement programs are the Walking School Bus and WOW (Walk or Wheel) Days. A Walking School Bus is a group of students walking to or from school with a trained adult volunteer or school staff member. These adults meet the children at a specific location and time and supervise them along the route. A WOW Day or Week encourages students to walk or bike to school and increase their physical activity. Adult volunteers or school staff lead these activities at least 1 day/week and can use incentives to encourage students to participate.

Proposed Scope of Work

The SR2S Program staff is proposing to contract with (SCHOOL DISTRICT) to pilot implementation of a Walking School Bus or WOW Program in 8-10 schools within the district administered by individual school on-site Yard Duty staff or other Part-Time staff. This staff member must be available to allocate up to 5 hours per week to administer SR2S activities such as leading a WOW Program during school or a Walking School Bus after school throughout the year. The contract will be for one school year (2017-2018) and the exact number of schools and hours of each school staff will be decided upon by STA and (SCHOOL DISTRICT). The SR2S Program will allocate xxx to (SCHOOL DISTRICT) for support of these additional hours to perform these duties and for (SCHOOL DISTRICT) staff time towards program implementation, administration and piloting this model for sustainability.

With the additional hours per week, the Part-Time/Yard Duty staff will:

- Attend Walking School Bus/WOW Program training with SR2S Program Staff;
- Organize and lead a Walking School Bus (WSB) and/or WOW Program at their school (dependent on number of hours agreed upon);
- Distribute designated WSB Route Information using the SR2S Google Map Tool;
- Meet with SR2S Program Staff for monthly check-ins, updates and follow up;



- Promote student and parent participation by using school communication channels to inform of SR2S events and activities such as International Walk to School Day, Bike to School Day, Walking School Bus, Walk and Roll Wednesdays and Bike Rodeos.

Program Evaluation Activities:

- For Walking School Bus (WSB): keep track of volunteer leaders and registered student participants by keeping an up-to-date WSB participation binder;
- For WOW Programs, keep track of students participating in weekly or daily Walk or Bike activities;
- For International Walk to School Day/Bike to School Day, Bike Rodeos, and Walk and Roll Wednesday events: track number of participants and report to SR2S Program Staff;
- Assist SR2S and School staff with management delivery of bi-annual (October and May) student arrival/departure tally data collection at designated site.

School Yard Duty or Part-Time Staff Required Qualifications:

- Be able to devote up to 5 hours per week to the SR2S program at the school site for the entire school year;
- Be an employee of the school district.

Desired Qualifications:

- Be an advocate for walking, biking and physical activity;
- Have an established rapport with school staff, parents and students;
- Have knowledge of school traffic concerns for pedestrians, cyclists and drivers around the school.

For more information, contact Lloyd Nadal at lnadal@sta.ca.gov or call the Solano Safe Routes to School Program at (707) 399-3222.

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Solano County Public Health

Narrative Report re:

Safe Routes to School (SR2S) Program, Education and Encouragement Components

October-December 2016

Task	Funding Program	Progress this reporting period	Next Steps
Education and Encouragement	SR2S General	<ul style="list-style-type: none"> • Delivered and collected incentive materials to 54 schools that participated in IW2SD. • Calculated number of participants in IW2SD and recorded on excel spreadsheet. • Public Health (PH) staff coordinated with schools to implement education and encouragement activities with B. Gale Wilson elementary by scheduling a bicycle rodeo. • Provided inventory of current incentive material proceeding International Walk to School Day (IW2SD). • Communicated with Solano County schools to encourage participation in the October travel to school survey. • Communicated with local police departments to assist and provide support for IW2SD. • Cleaned and organized the bicycle rodeo trailer and restocked supplies for upcoming events. • Provided one on one helmet education with 16 students from Markham elementary in Vacaville. • Provided 16 helmets to students at Markham elementary. • Participated in two family back to school nights in Vallejo. 	<ul style="list-style-type: none"> • Continue to coordinate SR2S general activities requested by Solano County schools and community organizations through the new referral source plan.

Middle/High School Pilot Program Development	SR2S General	<ul style="list-style-type: none"> Discussed with STA administration to utilize student led curriculum for student led projects to develop SR2S program activities and objectives. Use this as the approved curriculum for Middles and High school programs. Y-PAR youth led curriculum will be primarily used as approved by STA administration. 	<ul style="list-style-type: none"> PH staff will provide support and program activities to middle schools on an as-requested basis. Will identify up to 5 sites that are willing to coordinate youth led groups.
SR2S Policy	SR2S General	<ul style="list-style-type: none"> PH staff provided comments on the revised City of Vallejo General Plan. PH staff reached out to City of Dixon Planning Director to offer input, data, assistance with City of Dixon General Plan process. PH staff worked with Nutrition Services Bureau on process to identify next school district to target for strengthened School District Wellness Policy work. 	<ul style="list-style-type: none"> Continue to monitor the City of Vallejo's General Plan process and provide input as applicable. Provide assistance to the City of Dixon as requested. Targeting Jan-March 2017 for approaching next school district on strengthening School District Wellness Policy.
Parent Education Workshop	ATP	<ul style="list-style-type: none"> Developed and fine-tuned the power point presentation that will be provided to selected schools. This presentation was piloted at two of the Vallejo City Unified School District (VCUSD) back to school nights and modified. 	<ul style="list-style-type: none"> Work with Vallejo City Unified School District (VCUSD) and the family night's program to pilot the presentation. Request to be one of the break-out sessions to parents during the Vallejo City Unified School District Family Resource nights for the 2016-2017 school year.
Student & Parent	SR2S General	<ul style="list-style-type: none"> PH staff contacted district offices to see who to contact to submit school wide media blasts. Staff was directed to contact each school individually. 	<ul style="list-style-type: none"> PH staff will further provide input and seek other

outreach and marketing		<ul style="list-style-type: none"> • PH staff used Facebook to post items related to SR2S and as applicable re-posted or re-tweeted STA postings to “drive traffic” to the STA webpages for SR2S. • PH staff used the VibeSolano.com pages to promote Safe Routes to School and to link people to the STA webpages for SR2S. • PH staff developed and provided newspaper articles to promote IW2SD. 	opportunities to promote student and parent outreach.
Overall program	SR2S General	<ul style="list-style-type: none"> • Participated in weekly SR2S staff meetings. • Attended the Vallejo Safe Routes to School Community Task Force meeting and provided information to members. 	<ul style="list-style-type: none"> • Continue to provide technical assistance to SR2S staff as necessary. • Provide assistance to all local police departments.

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DATE: February 1, 2017
 TO: Safe Routes to School Advisory Committee (SR2S-AC)
 FROM: Sheila Ernst, Administrative Assistant II/SR2S-AC Clerk
 RE: 2017 SR2S Meeting Schedule & Attendance Matrix

Wednesday, February 15, 2017, 1:30 – 3:00 p.m.

**Solano Transportation Authority
 Conference Room 1
 One Harbor Center, Ste. 130
 Suisun City, CA 94585**

Wednesday, May 17, 2017, 1:30 – 3:00 p.m.
 Wednesday, August 16, 2017, 1:30 – 3:00 p.m.
 Thursday, September 20, 2017, 1:30 – 2:30 p.m.
 Wednesday, November 15, 2017
 11:30 – 1:00 p.m. (earlier time)

Member	Position	Feb 2016	May 2016	Aug 2016	Sept 2016	Nov. 2016
Mike Greene/James Laughter	Law Enforcement representative, Benicia	CA	X	UA	CA	CA
Garland Wong	STA TAC Appointee	X	X	X	UA	X
Jay Speck	School representative	X	X	X	X	X
Jim Antone	Air District Representative	X	X	X	X	X
Mitch Romao	School Representative	X	X	X	X	UA
Kevin McNamara	STA PAC Appointee	X	X	CA	UA	X
Mike Segala	STA BAC Appointee	X	X	X	CA	CA
Gwen Owens	STA TAC Appointee				CA	X
Robin Cox	Public Health Representative	X	CA	CA	X	X
Andrew White	Law Enforcement Representative, Suisun City	X	X	X	X	UA

X = Present CA = Contacted Absence UA = Uncontacted Absence

SR2S-AC Bylaws state that “Members of the SR2S-AC that do not attend three scheduled meetings in succession and do not contact staff to indicate that they will not be present is considered to be an ‘un-contacted absence’ which may have their position declared vacant by the STA Board. Absence after contacting staff is considered a ‘contacted absence.’ Contacted absences and un-contacted absences shall be documented in the minutes of each meeting. If a SR2S-AC member has missed a combination of four contacted and un-contacted absences in any one-year period, he or she will be sent a written notice of intent to declare the position vacant. If there is no adequate response before or at the next scheduled meeting, and based upon a recommendation from the SR2S-AC, the position may be declared vacant by the STA Board.

Recommendation:
 Informational.