

**SAFE ROUTES TO SCHOOL ADVISORY COMMITTEE (SR2S-AC)
SPECIAL MEETING**

**Wednesday, June 25, 2014
11:00 a.m.**

**Solano Transportation Authority, Conference Room 1
One Harbor Center, Suite 130
Suisun City, CA 94585-2473**



ITEM

ADMINISTRATOR

- 1. CALL TO ORDER/SELF-INTRODUCTIONS**
- 2. CONFIRM QUORUM**
- 3. APPROVAL OF AGENDA**
- 4. OPPORTUNITY FOR PUBLIC COMMENT**
- 5. CONSENT CALENDAR**

Mel Jordan, Chair

Recommendation:

Approve the following consent item.

- A. Minutes of the SR2S Meeting of May 21, 2014.**

Sheila Jones, Clerk

Recommendation:

Approve the SR2S minutes of May 21, 2014.

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- 6. ACTION ITEMS – FINANCIAL**

- A. Public Safety Enforcement Grant**

Judy Leaks, STA

Recommendation:

Forward a recommendation to the STA Board to authorize the STA Executive Director to enter into agreements with the City of Vacaville in the amount of \$60,000 and the City of Rio Vista in the amount \$30,360 for the Safe Routes to School Public Safety Enforcement Grant.

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SR2S-AC Committee Members

Mel Jordan
Chair
Vallejo City USD

Jim Antone
Vice-Chair
YSAQMD

Mike Segala
STA BAC

Garland Wong
City of Fairfield

Jay Speck
Solano County
Superintendent of Schools

Tim Mattos
Suisun City
Police Department

Scott Przekurat
Benicia Police Department

Mike Hudson
STA PAC

Ozzie Hilton
City of Vacaville

Robin Cox
Solano County Public Health

7. ACTION ITEMS – NON-FINANCIAL

A. SR2S Logo

Sarah Fitzgerald, STA

Recommendation:

Forward a recommendation to the STA Board to approve the new Safe Routes to School logo.

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8. INFORMATIONAL ITEMS – DISCUSSION

Sarah Fitzgerald, STA

A. Safe Routes to School Award Category at STA Awards

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9. ADJOURNMENT

The next regular meeting of the SR2S-AC is scheduled to meet at **1:30 p.m., Wednesday, August 20, 2014, in the STA Conference Room 1, located at One Harbor Center, Suite 130, Suisun City, CA 94585.**



SAFE ROUTES TO SCHOOL ADVISORY COMMITTEE
Meeting minutes of
May 21, 2014

1. CALL TO ORDER

The Safe Routes to School Advisory Committee (SR2S-AC) was called to order at approximately 1:30 p.m. in the STA Main Conference Room.

SR2S-AC Members Present:

Jim Antone	Yolo-Solano Air Quality Management District
Mike Segala	Bicycle Advisory Committee
Robin Cox	Solano County Dept. of Public Health
Mel Jordan	Chair/Assistant Superintendent, Vallejo USD
Tim Mattos	City of Suisun City Police Department
Scott Przekurat	City of Benicia Police Department
Ozzie Hilton	City of Vacaville, Public Works Department
Jay Speck	Solano County Office of Education
Garland Wong	City of Fairfield, Traffic Engineering

STA Staff Present:

Karin Bloesch	STA
Sheila Jones	STA
Judy Leaks	STA
Sofia Recalde	STA
Sarah Fitzgerald	STA
Anthony Adams	STA
Drew Hart	STA
Betsy Beavers	STA

Others Present:

Natalee Dyudyuk	Fairfield-Suisun USD
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SR2S-AC Members absent:

Mike Hudson	Pedestrian Advisory Committee Representative
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2. CONFIRM QUORUM

A quorum was confirmed.

3. APPROVAL OF AGENDA: May 21, 2014

With a motion from Jay Speck and a second from Mike Segala, the SR2S-AC unanimously approved the agenda.

4. OPPORTUNITY FOR PUBLIC COMMENT

None.

5. APPROVAL OF MEETING MINUTES FROM FEBRUARY 19, 2014

With a motion from Mike Segala and a second from Robin Cox the SR2S-AC unanimously approved the February 19, 2014 meeting minutes.

6. ACTION FINANCIAL ITEMS

A. Public Safety Enforcement Grant

Judy Leaks provided an overview of the Public Safety Enforcement Grant. She stated that the City of Rio Vista and the City of Vacaville each submitted a letter of intent for the Public Safety Enforcement Grant. She stated that STA staff met with Commander Tim Mattos of Suisun City Police Department to review the letters of interest and to provide feedback to both of the applicants and the date for formal proposals was extended to May 16, 2014. STA staff intends to meet with the applicants to discuss the formal proposal and to develop a work scope for the Public Safety Enforcement Grant.

Recommendation:

Forward a recommendation to the STA Board to authorize the STA Executive Director to enter into agreements with the City of Vacaville and for the grant amount of \$29,650 and the City of Rio Vista in the amount of \$60,000 for the Safe Routes to School Public Safety Enforcement Grant.

By consensus of the committee, a special meeting will be held on **Wednesday, June 25, 2014 at 11:00 a.m.** to discuss this item.

7. ACTION NON FINANCIAL ITEMS

A. SR2S Logo

Sarah Fitzgerald stated that in order to establish an identified brand, a logo must be simple and easily recognizable. She stated that a new logo has been drafted which incorporates elements of the current logo and is based on the cloud that has been used the past several years on many items in banners, folder covers, brochures and powerpoints. She concluded that the silhouettes from the triangle logo are incorporated, with the walking boy removed and replaced with a child on a scooter silhouette.

Recommendation:

Approve the new Safe Routes to School logo.

By consensus of the committee, this item was also tabled to discuss at the special meeting on **Wednesday, June 25, 2014 at 11:00 a.m.** The SR2S-AC will submit comments regarding the logo to Sarah Fitzgerald via email by June 6, 2014.

8. INFORMATIONAL ITEMS - DISCUSSION

A. Summary of SR2S Activities

Sarah Fitzgerald provided an overview of the SR2S Activities. She stated that they staffed tables at the City of Fairfield's Earth Day Celebration, Bike to School Day, and the Health and Wellness Fair, Mare Island Health and Fitness Academy. The SR2S-AC also discussed reaching out to parents at the upcoming Fairfield Tomato Festival and the Vacaville Kids Fest and summer schools. She stated that the Bike Mobile is available throughout the summer.

She announced that Betsy Beavers started at STA on April 23, 2014 as the third Walking School Bus (WSB) Program Coordinator and has attended the Bike to School Day event

at Markham Elementary in Vacaville. She concluded that the WSB's future goals include attending various local events in all Solano County cities to advertise the SR2S program.

B. Status Report on SR2S OBAG Engineering Projects

Anthony Adams provided an update of the SR2S OBAG engineering projects.

C. Status of SR2S Funding

Sarah Fitzgerald stated that on May 21, 2014, the Solano Transportation Authority (STA) applied for funds under a new program in California called the Active Transportation Program, which is aimed at funding infrastructure and non-infrastructure projects that increase walking and cycling. The application is for funds to expand the WSB program by acknowledge volunteer WSB leaders, using a stipend for WSB leader in schools to establish and sustain the Walking School Bus programs and to provide intensive parent education.

Sarah Fitzgerald stated that on March 21, 2014, SR2S submitted an application in the amount of \$60,000 to YSAQMD to be used for the following: \$15,000 towards an anti-idling campaign, \$20,000 towards developing robust program evaluation and \$25,000 towards incentives for increasing student, parent and school participation in SR2S. She stated that on May 12, 2014, STA staff presented the proposal to the CAF awarding committee and recommended full funding for the STA's SR2S proposal which will go before the YSAQMD Board at their June meeting.

D. SR2S Surveys

Sarah Fitzgerald stated that the STA mailed out hand tally surveys and parent surveys to all schools that are due June 2, 2014. She stated that a raffle for a bike, helmet and lock will be held for all schools that participate in the hand tally survey in which the school with the greatest participation in the parent survey will be given a bike, helmet and lock to raffle. She concluded that an update regarding surveys will be provided at the August meeting when the May surveys have been collected and collated.

9. COMMITTEE MEMBER COMMENTS & FUTURE AGENDA ITEMS

After group discussion future agenda items are as follows:

- Informational Item on Attendance Matrix
- Informational Item on Meeting Calendar

10. ADJOURNMENT

The meeting was adjourned at 3:02 p.m.

A special meeting will be held on **Wednesday, June 25, 2014 at 11:00 a.m.** in the STA Conference Room.

The next regularly scheduled meeting of the SR2S-AC will be August 20, 2014 at 1:30 p.m. in the STA Conference Room.

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DATE: June 25, 2014
TO: SR2S Advisory Committee
FROM: Judy Leaks, Division Manager, Rideshare and Safe Routes to School
RE: Public Safety Enforcement Grant

Background:

The STA's Safe Routes to School (SR2S) program encourages students to walk and bike to school and supports these activities with education and encouragement events throughout the year. The STA also supports a variety of engineering and enforcement strategies that better enable students to walk or bike to school.

In order to promote enforcement efforts, this committee recommended that STA develop a Public Safety Enforcement Grant that would be available for agencies within the county to apply for and use the monies toward enforcement activities related to the SR2S program. The scope of work for the grant application was developed in coordination with this committee and a request for proposals was released for FY 11/12. The first grant was received jointly by the Cities of Fairfield and Suisun City for the development of Crossing Guard Training materials and enhanced enforcement. The cities worked together and developed a crossing guard training manual, a DVD and a written test that was then made available to all school districts and police departments in Solano County. These materials are currently used to train crossing guards in Fairfield and Suisun City.

On March 14, 2012, this committee recommended a work scope through FY 2014-2015 of enhanced SR2S activities utilizing SR2S OBAG funding. Based on the success of the first Public Safety Enforcement Grant, it was recommended to include enhanced public enforcement as part of the work scope. At its July 10, 2013 meeting, the STA Board approved the SR2S Program 2-Year Work Plan, authorizing the development of a second Public Safety Enforcement Grant of up to \$150,000.

On February 21, 2014, this committee recommended to release the Public Safety Enforcement Grant. Interested agencies could apply for SR2S enforcement activities up to \$45,000 and the grant scope also included a provision for \$15,000 to be allocated to one jurisdiction to take the lead in coordinating crossing guard training County-wide using the materials developed by the Cities of Fairfield and Suisun City. This recommendation was forwarded to the STA TAC and STA Board to approve the scope of work for the Public Safety Enforcement Grant and it was approved by the STA Board on March 12, 2014. The RFP was released on March 13, 2014,

with letters of intent due to STA on April 11, 2014, and the final proposal deadline was extended to May 16, 2014.

At the May 21, 2014, meeting of the SR2S Advisory Committee, STA staff recommended that the committee authorize STA staff to enter into discussions with the two applicants to form a scope of work and authorize STA staff to bring the negotiated contract to the STA Board for approval. The SR2S-AC recommended that STA staff negotiate with applicants and bring the proposed scope of work back to the SR2S-AC at a special meeting June 25, 2014, for a recommendation.

Discussion:

Police departments from both the City of Rio Vista and the City of Vacaville each submitted a letter of interest for the Public Safety Enforcement Grant. STA staff met with Commander Tim Mattos of Suisun City Police Department to review the letters of interest and to provide feedback to both of the applicants. Each city then submitted a formal proposal by the deadline.

The City of Vacaville's proposed project is titled 'School Safety Through the 4Es' and they have requested \$60,000 which includes implementation of county-wide crossing guard training. The proposal includes an education and encourage element of safety assemblies, poster competition and incentive program as well as targeted direct enforcement around schools during peak hours of school drop-off and pick-up times.

The City of Rio Vista's proposed project is titled 'Pedestrian and Vehicle Safety Campaign' and they have requested \$29,650 for education, enforcement and engineering activities. As the purpose of this grant is related to enforcement, STA staff recommended that the proposed engineering projects be eliminated from the scope of work and allocate those funds to the education and enforcement tasks. These revisions slightly increased the overall amount requested to \$30,360. The education component includes student assemblies, parent meetings and a children's safety fair. Enforcement efforts include targeted direct enforcement around the schools and the purchasing of two electronic portable speed and message boards which provide radar feedback as well as collect traffic count and speed data.

On May 22, 2014, STA staff collaborated with Solano County Public Health staff to review the formal proposals submitted. Through those discussions, it was recommended to make minor modifications to both proposals to ensure that the schools and community know that work being done as part of this enforcement grant is being done through the Safe Routes to School Program. Included as part of both proposals are the following requirements:

- Inform SR2S staff of date and time of school visits and invite SR2S staff to participate and/or attend all events. This will avoid duplication of efforts and ensure that SR2S staff are aware of all events occurring as part of the SR2S program.
- All flyers, printed materials and other materials developed as part of this grant, must be approved by SR2S staff. All materials must include the SR2S logo.

STA staff met with Susan Santos and James Smith of the City of Vacaville's Police Department on June 2, 2014. On June 3, 2014, STA staff met with Greg Bowman, City of Rio Vista's Police Department and David Melilli, City of Rio Vista's Public Works Department. A detailed scope of work was discussed at these meetings which is included in Attachments B and C.

Fiscal Impact:

A total of \$150,000 of OBAG Regional Safe Routes to School funds is available for this grant. The two grant proposals total \$90,360. The remaining funds will be available for the next round of funding. The agencies are providing 11.47% in matching funds.

Recommendation:

Forward a recommendation to the STA Board to authorize the STA Executive Director to enter into agreements with the City of Vacaville in the amount of \$60,000 and the City of Rio Vista in the amount \$30,360 for the Safe Routes to School Public Safety Enforcement Grant.

Attachments:

- A. Public Safety Enforcement Grant Application
- B. Proposed Scope of Work – City of Vacaville Police Department
- C. Proposed Scope of Work – City of Rio Vista Police Department
- D. Formal Proposal – City of Vacaville Police Department
- E. Formal Proposal – City of Rio Vista Police Department

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Safe Routes to School Public Safety Enforcement Grant

Safe Routes to School (SR2S) Program in Solano County
Solano Transportation Authority (STA)

www.solanosr2s.ca.gov

Application Package Released	March 13, 2014
Letters of Intent Due	April 11, 2014
Formal Proposals Due	May 9, 2014



WHY SAFE ROUTES TO SCHOOL MATTERS

The Solano Transportation Authority (STA) launched the County's Safe Routes to School (SR2S) program in 2008 in response to the growing childhood obesity epidemic, student travel safety concerns, growing air pollution and traffic congestion near schools. The program works to encourage more students to walk and bike to school by identifying and implementing a balance of traffic calming and safety engineering projects, student education, encouragement and law enforcement coordination. The goals of the program are to:

- Reduce traffic congestion and air pollution around schools
- Improve children's health by increasing physical activity
- Create community awareness and togetherness



The STA's Safe Routes to School (SR2S) program encourages students to walk and bike to school and supports these activities with education and encouragement events throughout the year. The program brings

together city planners, traffic engineers, police and public health experts to create safer, less congested routes to school. The STA also supports a variety of engineering and enforcement projects, such as this grant.

ENFORCEMENT PARTNERSHIPS IN SAFE ROUTES TO SCHOOL PROGRAMS

The main goal for SR2S enforcement strategies is to deter unsafe behaviors of drivers, pedestrians and bicyclists, and to encourage all road users to obey traffic laws and share the road safely. Enforcement is one of the complementary strategies that SRTS programs use to enable more children to walk and bicycle to school safely.

There are police department representatives on each of our SR2S Community Task Forces across Solano County who have actively participated in planning processes, helped draft suggested route to school maps, held safety assemblies, and helped facilitate bicycle rodeos.



PUBLIC SAFETY ENFORCEMENT GRANT: UP TO \$60,000

On July 10, 2013, the STA Board approved the SR2S Program 2-Year Work Plan, authorizing the development of a Public Safety Enforcement Grant totaling up to \$150,000. Individual jurisdictions may apply for a maximum of \$60,000. The deadline for submittal of Letters of Interest to STA is April 11, 2014. Formal Proposals must be submitted to STA by May 9, 2014. Grant applications will be reviewed and evaluated by the STA's SR2S Countywide Advisory Committee. Grant recipients will be awarded by the STA Board at a future Board meeting.

Letters of Interest and Formal Proposals must be submitted via email (preferred) or postal mail to the STA SR2S Program Manager:

Judy Leaks, Program Manager
Solano Transportation Authority
1 Harbor Center, Suisun City, CA 94585
Re: SR2S Public Safety Enforcement Grant
jleaks@sta-snci.com

GOALS & OBJECTIVES

The STA's Public Safety Enforcement Grant Program seeks to fund up to \$150,000 in best practice SR2S enforcement activities that can be replicated countywide. Grant submittals up to \$15,000 can be submitted to facilitate Countywide implementation of existing **Crossing Guard Training and materials** to improve consistency of practices and performance. Grant submittals up to \$45,000 can be submitted for other SR2S enforcement activities. A maximum of \$60,000 is available to a jurisdiction, provided the grant submittal includes implementation of existing Crossing

Guard Training and materials. Specific objectives include beginning the 2014-2015 school year:

- Facilitate Countywide implementation of existing **Crossing Guard Training and materials** to improve consistency of practices and performance
- Organize and facilitate **public safety educational opportunities** for parents and students to identify successful self-enforcement strategies and messaging
- Update and improve Rules of the Road and education materials for STA's SR2S Program Events (e.g., bicycle rodeos, safety assemblies and on-road safety training).
- Support staff and parents with identifying and solving enforcement issues **at schools** in the STA's SR2S Program.
- **Implement strategies** to measure effectiveness of enforcement program (e.g., pre/post surveys, and traffic counts, ticket data, speed data, etc.).
- **Partner with STA's** Walking School Bus Program (e.g., presence at park and walk locations, assistance with mapping and suggested safe routes).
- **Support implementation** of identified priority projects.



PROJECT REQUIREMENTS

Applicants must meet the following minimum requirements in order to be considered eligible for grant funding:

- Commit to attending quarterly STA SR2S Countywide Advisory Committee meetings to present grant status reports that include participant information & feedback.
- Coordinate grant related activities with SR2S Program Managers and other public safety department organized activities.
- Clearly demonstrate the ability to fully implement activities funded by the grant within 18 months of executing the funding agreement (e.g., available officer time).
- Submit monthly reports to SR2S Program Manager and attend monthly staff meetings.
- Submit a final report of results and recommended best practices.

GRANT FUNDING

Up to \$150,000 in federal air quality funding, air district clean air funds, and transportation development funds support this grant. An 11.47% match is required. In-kind services may be used towards match funding.



ELIGIBLE APPLICANTS

City and County departments in Solano County involved in public safety, including but not limited to police departments, fire departments, and county sheriffs may apply for this grant. Crossing Guard hours cannot be funded through this grant.

APPLICATION & EVALUATION PROCESS

The SR2S Public Safety Enforcement Grant Program will follow a two-step application and evaluation process that will be overseen by the STA’s Safe Routes to School Advisory Committee.

STEP ONE: LETTERS OF INTEREST

Interested organizations are asked to send a “Letter of Interest” that includes the following components (total of 3 page maximum):

- Identify the project title, name of applicant, project manager, and contact information:
- Describe the proposed project. Explain how this project will satisfy the goals and objectives of the grant (e.g., Crossing Guard Training, Public Safety Education Opportunities, Enforcement at Schools, New Pilot Strategies).
- Identify the amount of grant funding requested and any additional department contributions towards the project.

STEP TWO: INVITATION FOR A FORMAL PROPOSAL

The STA Staff and the STA’s Safe Routes to School Advisory Committee will review the Letters of Interest and contact applicants, as needed, for additional information, clarification, and/or modification. STA staff and the Committee will identify a smaller number of projects that match the goals of the SR2S program and grant criteria. These applicants will be invited to submit a more formal proposal for further evaluation including:

1. Project Description: Identify the project title, name of applicant, project manager and contact information. Explain the purpose and need for the project, state the specific goals and objectives of the project and explain how they help to advance the goals and objectives set for this grant program. Describe the collaboration required to carry out the scope of work and the actions that will be undertaken to achieve the objectives. Describe the results anticipated from this project.
2. Scope of Work and Schedule: Detail the actions/tasks, work products, estimated completion dates and key partners. Estimate the number of students and parents that could be reached by this project.
3. Response to Questions from STA Staff and the SR2S Advisory Committee: Provide a detailed response to questions posed by STA staff and the SR2S Advisory Committee as a result of its review of the Letter of Interest for this project.
4. Approach to Evaluation: Describe the method of collecting participant information and feedback from students, parents and school staff. Is the method reasonable given the limited timeframe, and is there potential for the proposal to impact ongoing data collection/evaluation efforts from other sources?
5. Project Cost and Funding: Describe the major resources needed for this project (e.g., staff, consultant, equipment, materials, etc.). Provide a detailed budget that shows total project and cost

breakdown for each major task/action, including a cost estimate for the project evaluation. Identify any cost sharing by multiple funding partners.

STA staff will qualitatively evaluate proposals based on the following criteria on a low, medium, and high scale:

- Potential to increase the number of students walking or bicycling to school within grant period.
- Potential to increase the number of students walking and bicycling to school after the grant period, making a sustainable change
- Estimated number of students & parents reached, and quality of “reach”.
- Potential for other public safety departments to replicate or benefit from this project
- Cost effectiveness (e.g., dollars per student/parent reached)
- Quality of Proposal

After being evaluated, the SR2S Advisory Committee will recommend projects for funding at their May meeting and the STA Board will award grants at a future meeting.

STA staff will then draft and enter into funding agreements with grant recipients prior to beginning any grant funded work.



QUESTIONS AND MORE INFORMATION

Any questions regarding the Letters of Interest and Formal Applications should be directed to:

Judy Leaks, Program Manager
Solano Transportation Authority
(707) 427-5104
jleaks@sta-snci.com

More information about the STA’s SR2S Program can be found online at www.solanosr2s.ca.gov

Below are links to SR2S Enforcement Best Practices:

- National SRTS: Role for Law Enforcement resources & case studies
<http://www.saferoutesinfo.org/lawenforcement/>
- SRTS Coaching Action Network Webinars on Personal Security & Parent/Student Education
http://www.saferoutesinfo.org/training/can_webinars.cfm
- National SRTS Adult School Crossing Guard Guidelines
http://www.saferoutesinfo.org/guide/crossing_guard/index.cfm

SR2S Advisory Committee Enforcement Contacts

- Tim Mattos, Suisun City Police Dept
(707) 421-7353, tmattos@suisun.com
- Scott Przekurat, Benicia Police Dept
(707) 746-4262,
Scott.Przekurat@ci.benicia.ca.us

Task A.	Crossing Guard Training	
Determine the current procedure for Crossing Guard Training for each city and school district in Solano County. Using the existing crossing guard training materials, provide Crossing Guard Training which will be available to all cities and school districts in Solano County. Liaise with each city and/or school district to ensure they are aware of crossing guard training procedures and ensure they have the necessary materials to provide training if requested. Develop a resource guide that explains the crossing guard training procedure in each city and/or school district as appropriate.		
Staff Time (hours)	60	\$4,800.00
Facility Rental		\$600.00
Materials/Printing		\$4,600.00
Safety Equipment		\$5,000.00
Total Task A		\$15,000.00

Task B.	Traffic Safety Flyers	
Traffic Safety Flyers will be developed by personnel in our Traffic Division detailing safety tips for rules of the road around schools relating to bicyclists, pedestrians and motorists.		
Staff Time	40	\$3,200.00
Materials/Printing		\$6,000.00
Total Task B		\$9,200.00

Task C.	Poster Contest	
The theme of the poster contest will be promoting students walking or bicycling to school. Posters will be judged by law enforcement staff and winners in each group will be given a prize and the local newspapers will be notified.		
Staff Time (hours)	60	\$4,800.00
Materials/Printing		\$5,000.00
Total Task C		\$9,800.00

Task D.	Student and Parent Presentations	
Deliver a minimum of 6 assemblies at six schools to educate and inform students and parents on the core messages of bicycle/skateboard/pedestrian safety and the compliance with helmet laws.		
Staff Time (hours)	42	\$3,360.00
Materials/Printing		\$2,000.00
Total Task D		\$5,360.00

Task E.	Reward Program	
Marketing Materials		\$2,640.00
Total Task E		\$2,640.00

Task F.	Directed Enforcement Before and After School	
Staff Time (hours)	205	\$16,400.00
Total Task F		\$16,400.00

Task G.	Project Evaluation	
Staff Time (hours)	20	\$1,600.00
Total Task G		\$1,600.00

Total Enforcement Grant funds	\$60,000.00
Total Match at 11.47%	\$6,882.00
Total Project Cost	\$66,882.00

Staff time is calculated using an average overtime rate of \$80/hr

Evaluation

Provide a log of the Crossing Guard Trainings that occur during this grant period.

Submit a log of citations and/or verbal warnings from targeted enforcement efforts around the schools.

Traffic Safety Flyers: Include a quiz question at the bottom of the traffic safety flyer. Respondents can send in their answer and can be included into a prize drawing. Submit the number of people who entered into the prize drawing.

Poster contest: Submit a log of the entries received; include details of prize winners (class and school).

School surveys – SR2S staff requests hand tally surveys from all schools in Solano County every October and May. As part of this enforcement grant, the City of Vacaville will work with SR2S staff and Vacaville schools to promote the hand tally survey in October and May to ensure participation.

General Guidelines

Inform SR2S staff of date and time of school visits and invite SR2S staff to participate and/or attend all events.

All flyers, printed materials and other materials developed as part of this grant, approved by SR2S staff. All materials must include the SR2S logo.

Project Description: This project intends to facilitate the safe travel of Rio Vista’s students walking and cycling to and from school. Its goals include:

- Increasing community awareness for pedestrian and bicycle safety
- Encouraging more students to walk and ride bicycles
- Facilitating a safe pedestrian and bicycle environment through education and enforcement efforts.

Task A.	School Assemblies	
Deliver school assemblies at two schools to educate and inform students on the core messages of bicycle/skateboard/pedestrian safety and the compliance with helmet laws.		
Staff Time (hours)	14	\$840.00
Materials		\$600.00
Total Task A		\$1,440.00
Task B.	Parent Education	
Provide two parent meetings per school to explain the Safe Routes to School Program and identify the measures that have been put in place in Rio Vista to meet the goals of the program (including infrastructure, equipment, etc.) Include Safe Routes to School staff at these meetings to provide additional parent education related to the Safe Routes to School Program.		
Staff Time	28	\$1,680.00
Materials		\$800.00
Total Task B		\$2,480.00
Task C.	Stakeholder round-table meetings (monthly or bi-monthly)	
Invite Safe Routes to School staff to these meetings to discuss observations, learning opportunities and identify adjustments to strategy.		
Staff Time (hours)	20	\$1,200.00
Materials/Printing		\$500.00
Total Task C		\$1,700.00
Task D.	Children’s Safety Fair	
Coordinate with Safe Routes to School staff for rental of Bike Rodeo equipment and inclusion of the Bay Area Bike Mobile or other bicycle-related activity.		
Staff Time (hours)	20	\$1,200.00
Materials/Printing		\$2,000.00
Safety Equipment		\$5,000.00
Total Task D		\$8,200.00

Task E.	Direct Enforcement Before and After School	
Staff Time (hours)	100	\$6,000.00
Total Task E		\$6,000.00
Task F.		
	Enforcement Materials	
Electronic Portable Speed/Message boards 2 at \$5,270/ea		\$10,540.00
High visibility crosswalk	not eligible	\$0.00
Crosswalk signage/installation	not eligible	\$0.00
Additional signage	not eligible	\$0.00
Total Task F		\$10,540.00
Total Enforcement Grant funds		\$30,360.00
Total Match at 11.47%		\$3,482.29
Total Project Cost		\$33,842.29

Staff time is calculated using an average weighted overtime rate of \$60/hr

Evaluation

Submit a log of citations and/or verbal warnings from targeted enforcement efforts around the schools.

On a quarterly basis, submit data collected from speed signs (traffic count and speeds). Provide a log of where signs were placed. Submit a log of the different messages that are displayed on the signs and work with SR2S staff regarding types of messages to be displayed for special events (such as International Walk to School Day.)

Parent surveys: Distribute and evaluate pre- and post-surveys to parents that attend the parent meetings organized by Rio Vista Police Department. Work with SR2S staff to develop the parent survey.

School surveys – SR2S staff requests hand tally surveys from all schools in Solano County every October and May. As part of this enforcement grant, Rio Vista Police Department will work with SR2S staff and Rio Vista schools to promote the hand tally survey in October and May to ensure participation.

General Guidelines

Inform SR2S staff of date and time of school visits, monthly or bi-monthly stakeholder meetings, Children’s Safety Fair and invite SR2S staff to participate and/or attend all events.

All flyers, printed materials and other materials developed as part of this grant, approved by SR2S staff. All materials must include the SR2S logo.

SAFE ROUTES TO SCHOOL PUBLIC SAFETY ENFORCEMENT GRANT

GRANT PROPOSAL

Project Description

Project Title: School Safety Through The 4Es

Name of Applicant: City of Vacaville Police Department

Project Manager: James Smith, Traffic Officer

Email and Phone # : james.smith@cityofvacaville.com 707.416.8286

Fiscal: Susan Santos, Police Dept Budget Manager/MAIL

Email and Phone# : susan.santos@cityofvacaville.com 707.449.5207

Purpose and Need for Project

The Vacaville Police Department currently provides crossing guards to two separate school districts; Vacaville Unified and Travis Unified totaling 14 schools. Travis Unified School District has schools in both Vacaville and Fairfield. Currently, the schools in Fairfield provide their own crossing guards but receive training from the Fairfield Police Department. Although the City of Vacaville provides crossing guards, there is no standardized training program at this time. We are using the “train the trainer” approach. Our first goal is to provide standardized training to all crossing guards as well as opening the training up to other agencies who may be interested in participating in this program in the future. Once this initial training occurs, we would provide ongoing annual training to provide consistency of practices and performance in this area.

In the past year, Vacaville Law Enforcement has identified an increase in unsafe bicycle, pedestrian and motorist behavior around schools. Our second goal is to educate parents and students about the rules of the road and traffic safety through active enforcement, traffic safety flyers, poster contests, presentations and a reward program. Active enforcement will include both stationary and mobile patrols in and around targeted schools. The concept is having a high visible police presence at the beginning of the school year will deter unsafe behaviors of drivers, pedestrians and bicyclists from the onset. This enforcement will continue throughout the year to reinforce safe behavior.

Collaboration with the schools will be through school principals and PTA board members. Traffic personnel will contact them and work with the schools’ schedules to coordinate the distribution of educational flyers, poster contests and presentations. Crossing guard training will be coordinated through each school district.

We anticipate that through these actions, students and parents will gain the knowledge that will allow them to identify successful self-enforcement strategies to improve student bicycle and pedestrian behavior and parent driving behavior.

Scope of Work and Schedule

Crossing guard training:

A designated officer would be in charge of providing crossing guard training for consistency purposes. A training manual would be developed which would include required safety equipment for all crossing

guards; rules of the road, proper signage, hand signals and potential scenarios to ensure compliance with the California Vehicle Code. Estimated completion date for this manual is 30 days. Training would be provided on 3 separate dates to allow for varying schedules. Vacaville school districts and school districts in adjacent Solano County cities would be our key partners as they will be informed of these free training opportunities. All training is anticipated to be completed within the first 6 months of the grant period.

Enforcement:

Directed enforcement will include stationary patrols and mobile patrols. Officers will be stationed at targeted schools at two hour intervals, at the start and end of the school day. Officers will be assigned to watch for all traffic violations including motorists speeding through school zones, non compliance with seat belt laws, vehicles failing to stop for pedestrians and crosswalks, stopping in the roadway and impeding traffic, failing to obey posted signs and using cellular phones. For students, they will watch for students not wearing helmets while riding bicycles, skateboards or scooters, wearing earphones, and walking in the roadway. The goal is to educate through verbal warnings and citations when necessary. This directed enforcement will continue throughout the school year.

Education:

Traffic Safety Flyers will be developed by personnel in our Traffic Division detailing safety tips for rules of the road around schools relating to bicyclists, pedestrians and motorists. We will copy and distribute flyers to Vacaville and Travis Unified School Districts at the start of the school year. If other agencies in the county are interested in distributing these flyers, we will provide them the template. We estimate 2000 – 3000 students and parents may be reached with this distribution.

Poster contests will be a positive reward campaign. Vacaville and Travis Unified School Districts will be notified within a month of the start of the school year. We will target elementary schools, K-6, breaking it down into age groups. The theme of the poster contest will be promoting students walking or bicycling to school. Posters will be judged by law enforcement staff and winners in each group will be given a prize and the local newspapers will be notified. Posters will be put on public display. Eleven elementary schools will be targeted with a total of approximately 9000 students. Completion date for this campaign is anticipated to be March 2015. Prizes will include bicycles, helmets, and gift cards for shoes.

Presentations will be conducted by Traffic officers. They will coordinate with different schools in Vacaville and Travis Unified School districts, as well as PTA groups. This will be ongoing throughout the grant period. The goal will be to conduct a minimum of 6 presentations at 6 different schools. Presentations will be geared towards students and parents and will include a question and answer period to address any concerns. Presentations will include information related to bicycle and pedestrian safety and safe driving at schools.

Reward Program. Throughout the entire grant period, law enforcement personnel will randomly provide a small reward for those students in Vacaville “caught” walking and biking safely and following safety rules.

Engineering:

With grant funded directed enforcement, we have a greater opportunity to assess the schools and will continue to work with City of Vacaville Traffic and Engineering to develop long term solutions to barriers

that impede the decision to walk or bike to school, signage, parking and general traffic safety around schools.

Response to Questions

1. Members of the Vacaville Police Department will contact other surrounding Solano County law enforcement agencies to obtain their training curriculum for crossing guards. We will utilize this information to develop a training manual to retain consistency. Once this is completed, we will provide standardized training to all crossing guards as well as opening the training up to other Solano County agencies who may be interested in participating in this program. Once this initial training occurs, we will provide ongoing annual training to provide consistency of practices and performance in this area.
2. Since Travis Unified School District covers schools in both Vacaville and Fairfield, we will have an instant nexus to the City of Fairfield. Our plan is to reach out to Solano county cities as already stated. We would also offer to share our program, including templates along with results of what worked and didn't work to law enforcement agencies throughout Solano County.
3. Pre surveys will be distributed in the classrooms to be sent home with students at targeted elementary schools within the 1st month of the school year. Post surveys will be distributed in the classrooms and be sent home with the students at these same targeted elementary schools within the last two months of the school year.

Approach to Evaluation

Pre surveys will be distributed in the classrooms to be sent home with students at targeted elementary schools within the 1st month of the school year. Post surveys will be distributed in the classrooms and be sent home with the students at these same targeted elementary schools within the last two months of the school year. The surveys will include basic traffic safety questions, mode of transportation and a comment section. Each classroom with the highest return rate of surveys will be given a gift card. This method is reasonable and results will be tabulated. We will also have a survey at presentations to solicit feedback on the information presented.

The effectiveness of the directed enforcement will be based on citations, speed and traffic collision data. We will continue to evaluate the need for directed enforcement at schools using this data on an annual basis.

Project Cost and Funding

The major resources needed for this project will include staff overtime (including but not limited to police officers, sergeants and community service officers), safety equipment, materials, printing, facility rentals and incentives.

Detailed Budget Breakdown

Crossing Guard Training		
Staff Overtime	60 hours at \$80/hr*	\$4,800
Facility rental		\$600

Refreshments		\$600
Materials/printing		\$4,000
Safety Equipment		<u>\$5,000</u>
		\$15,000
Traffic Safety Flyers		
Staff Overtime	40 hours at \$80/hr*	\$3,200
Materials/printing		\$6,000
Poster Contest		
Staff Overtime	60 hours at \$80/hr*	\$4,800
Materials		\$2,000
Prizes		\$3,000
Presentations		
Staff Overtime	42 hours at \$80/hr*	\$3,360
Materials/handouts		\$2,000
Reward Program		
Prizes		\$2,000
Directed Enforcement before and after school		
Staff Overtime	205 hours at \$80/hr*	\$16,400
Project Evaluation		
Staff Overtime	20 hours at \$80/hr*	\$1,600
Survey gift cards		<u>\$640</u>
		\$45,000

*\$80/hr is based on an average

Total funding requested: **\$60,000**

Vacaville Police Department will provide an 11.45% match of employee time dedicated to this project.



50 Poppy House Road, Rio Vista, CA 94571 | T: 707-374-6366 | F: 707-374-6217
Gregory Bowman – Chief of Police

May 16, 2014

Judy Leaks, Program Manager
Solano Transportation Authority
1 Harbor Center, Suisun City, CA 94585

Re: SR2S Public Safety Enforcement Grant – Formal Proposal

Ms. Leaks,

Attached you will find the City of Rio Vista's Formal Proposal in support of our Letter of Interest seeking funding for identified Safe Routes 2 School projects.

We look forward to our further enhancing the safety of our community's youth through the collaboration of STA, the City of Rio Vista and the River Delta Unified School District.

Regards,

/s/ Gregory Bowman
Chief of Police

Solano Transportation Authority – Grant Formal Proposal
City of Rio Vista – Grant Funding, Fiscal Year 2014-2015

Project Title: Pedestrian and Vehicle Safety Campaign
Project Applicant: City of Rio Vista
Project Manager: Greg Bowman, Chief of Police
Contact Info: gbowman@riovistapd.com
707-374-6366 Office

Project Description and Purpose

The project proposal includes elements of Education and Enforcement, as well as the implementation of previously recommended traffic safety improvements identified in the 2012 SR2S initiative at D.H. White Elementary and previous initiative at Riverview Middle School with the goal of:

- Increasing community awareness for pedestrian and bicycle safety;
- Encouraging more students to walk and ride bicycles;
- Facilitating a safe pedestrian and bicycle environment through education and enforcement efforts.

This project stems from previously identified needs to facilitate the safe travel of Rio Vista’s youth in walking and biking to school. To that primary goal those previous assessments identified infrastructure upgrades necessary to ensure safety of our youth and to which the City of Rio Vista has struggled to identify funding to complete.

Specifically this project hopes to achieve an increase in students riding/walking to school, a reduced perception of traffic-related concerns around the identified schools, and increased awareness of students and parents.

Partners

Such an endeavor cannot be successful based on the efforts of one agency or entity; the project(s) outlined in this proposal can only achieve success through the continued partnership of the City of Rio Vista and the River Delta Unified School District (RDUSD). These stakeholders communicate regularly and are committed to the necessary partnership to facilitate a safe commuting environment for Rio Vista’s youth.

If successful in this grant cycle we anticipate monthly stakeholder meetings to round-table and discuss observations, learning opportunities and identify adjustments to strategy in maximizing effectiveness.

We also envision at least two (2) parent meetings, held in conjunction with regularly scheduled school-calendared functions to provide educational material and personal availability to parents seeking clarification on the programs.

The Police Department also has at its disposal the use of Tip411, a mass-communication system that sends alerts, bulletins, and notifications to registered users via email and SMS texts.

Scope of Work

As outlined in the original Letter of Interest our project will focus on Education, Enforcement, and past Project Implementation.

EDUCATION

- Identify school and parent volunteers for Crossing Guard assignment/training
 - o Partnering with the RVUSD staff and upon receipt of training through STA with respect to best practices, implementing the provision of training no later than 30 days after receipt of appropriate materials.
- Conduct pre- and post-mortem surveys of Crossing Guard participants to gauge effectiveness of training material and impact on safety
 - o Many complaints of school-zone traffic issues stem from the current group of teachers utilized as crossing guards. Partnering with the participants staff will create applicable surveys to gauge the level of compliance with motorists in the affected zones. Through this grant and the purchase of speed zone signs the RVPD's goal is to gather traffic data in order to maximize visibility and enforcement presence during high-volume time periods. The surveys shall serve as a gauge of effectiveness for these efforts.
- School Rallies – Working in conjunction with school staff the partners shall provide rallies/assemblies at D.H. White Elementary and Riverview Middle Schools within the first 30 days of the school year to educate and inform students on the core messages of bicycle/skateboard/pedestrian safety and the compliance with helmet laws.

- The hosting of the Second Annual Children’s Safety Fair, an multi-jurisdictional event designed to work with Safe Routes 2 School and local public safety agencies to provide a combined event focusing on pedestrian and bicycle safety, including a Bicycle Rodeo.
- The above described efforts, with the exception of the post-mortem survey will be accomplished within the first 30 days of the program. The post-mortem survey shall be conducted 60 days after the start of the program to gauge the effectiveness of the program’s first 30 days.

ENFORCEMENT

- These efforts, as mentioned above will be tailored to:
 - o Enhance awareness through visibility and direct contact with students
 - o Provide visible deterrence to traffic violators through traditional enforcement efforts culled from applicable traffic counts/studies.

The Enforcement efforts will be an ongoing project.

Current student enrollment at the schools is 253 for Riverview Middle and 410 for D.H. White Elementary. The above described efforts are expected to reach each student and their respective parents/guardians.

PAST PROJECT IMPLEMENTATION

As described in the Letter of Interest the City has been unable to identify funding specific to implementing SR2S recommendations designed to enhance students who walk or ride to school. These include:

- Curb tip painting
- Roadway signage/marketing/stripping improvements
- Crosswalk installation

With approved funding Public Works personnel estimates the projects will be completed within a 4-5 day period no later than 30 days after funding.

STA Specific Comments

1. *Please describe how your proposal for education and enforcement activities would be coordinated with STA's SR2S program and how other jurisdictions in Solano County will be able to implement similar types of educational outreach based on lessons learned.*
 - The City anticipates completing a post-mortem debriefing and analysis document, based on stakeholder meetings to memorialize lessons learned and future opportunities. The efforts described in this proposal are a culmination of identified projects recognized through SR2S project meetings and discussions with STA staff. During the course of this grant cycle Staff would ensure common goals are maintained with the City and STA.
2. *Please describe how you intend to evaluate your proposed education and enforcement activities.*
 - a. As described above Staff will work with RDUSD and STA partners to design pre- and post-mortem surveys to elicit perceptual feedback with respect to children's bicycle and pedestrian safety, the compliance with helmet laws, the behavior of motorists in/around school zones and student compliance with safety guidelines.
 - b. RVPD staff will collect and analyze pre- and post-mortem traffic enforcement statistics on its own, and additionally use those statistics to evaluate Crossing Guard and parental perception of traffic-related complaints in/around school zones.
 - c. Staff will analyze pre- and post-mortem traffic survey speed measurements utilizing the sought-after electronic signs to gauge differentials in observed traffic patterns.
3. *Crossing Guard Lead Agency*
 - a. The City of Rio Vista is agreeable to the City of Vacaville taking the lead in organizing crossing guard training for the County and will support Vacaville's efforts in that area.

Approach to Evaluation

Staff will collaborate with RDUSD participants and SR2S subject matter experts to design surveys appropriate to the target age groups and the respective parents. The RDUSD utilizes a "weekly envelope" to distribute pertinent parent information; these envelopes require a parent signature acknowledging receipt of the contents. RDUSD is agreeable to utilizing this delivery method to ensure each of the school's combined 663 students receives information and/or survey material distributed during this effort.

This direct-to-consumer approach helps ensure the target audience – students, parents and teachers – are all exposed to the same material, ensuring consistency and continuity of the intended message.

FUNDING REQUESTS

As identified in the SR2S audit of D.H. White Elementary and Riverview Middle Schools there exists the opportunity for traffic flow improvements designed to enhance student bicycle and pedestrian safety. Like many jurisdictions the City of Rio Vista has struggled with identifying funding to complete these safety measures and is seeking funding to bring closure on the previously identified, such as installing high visibility crosswalks, installation of sight-line red curbs, and the reconfiguration of traffic control measures near the elementary school at Linda Vista and Elm Way.

Project Component	Requested Funding	Cost ID	Description
Crossing Guard Training and Implementation	\$10000 (eliminated with Vacaville’s lead?)	Materials, staff	In-kind match with staff time
Children’s Safety Fair	\$1500	Materials	In-kind match with staff time
School Presentations	\$1000	Materials	
Electronic Portable Speed/Message boards	2 @ \$5000/ea	Materials	In-kind match for installation/set-up
High Visibility Crosswalk	6400	Materials	In-kind match with staff time
Crosswalk signage/installation	5800	Materials, staff time	
Additional signage	3200	Materials, staff time	To complete previous Sr2S recommendations
Curb Painting	750	Material, staff time	
Total	\$29,650		

Staff estimates the contribution of in-kind staff time and services at \$3,500 as the City’s required 11.47% match. This match will be accomplished through staff time for the Children’s Safety Fair, School Presentations, and some Public Works staff time for project installation and time spent with Crossing Guard Training.

The City of Rio Vista looks forward to further participation in this beneficial program and the continued relationship toward furthering the safety of our community’s youth.



DATE: June 25, 2014
TO: SR2S Advisory Committee
FROM: Sarah Fitzgerald, SR2S Program Administrator
RE: SR2S Logo

Background:

The current logo for SR2S is a yellow triangle, with black silhouettes of two walkers and a cyclist along with the wording Safe Routes to School. Because of the layering in the logo, it makes it very difficult to use for some purposes (i.e. when using a single color version for plaques, clothing, etc.) Also, when the word 'Solano' is included along with the STA logo and Solano Public Health (SPH) logo, it can be incredibly difficult, if not impossible to read everything.

Discussion:

In order to establish an identified brand, a logo must be simple and easily recognizable. A new logo has been drafted which incorporates elements of the current logo. It is based on the cloud that has been used the past several years on many items (banners, folder covers, brochures, Powerpoints, etc.) The silhouettes from the triangle logo are incorporated, with the walking boy removed and replaced with a child on a scooter silhouette.

As this is a logo for the Safe Routes to School program, neither the STA nor SPH logos are included within it, nor other program partners. When space allows (i.e. letters, posters, etc.) the STA, SPH and other program partners' logos will be included.

The idea for a new logo was introduced at the May 21, 2014 AC meeting. This committee decided to postpone a vote to allow for consideration of additional options. Members were asked to submit comments in writing by June 6, 2014 to allow staff to incorporate those ideas into a logo. Attachments A and B show various options for the logo in both color and black and white versions. The silhouette of the boy on a scooter has been changed to an upright, action position. Based on written suggestions, other options have been illustrated in the attachments including:

- an 'S' shaped street or "safe route" connecting a house with a school where the "S" shape stands for Solano County,
- street or "safe route" connecting a house with a school with the silhouette of students on a scooter, walking and biking to school as in the existing logo
- logo borders is in the shape of a cloud, an apple, a school house and Solano County

Fiscal Impact:

If the committee chooses a logo based on a staff designed option, there will be no fiscal impact. If the committee recommends hiring a professional graphic design firm to design or refine a logo, this could cost in the region of \$7,000 for three logo concepts and three rounds of client review.

Recommendation:

Forward a recommendation to the STA Board to approve a new Safe Routes to School logo.

Attachment:

- A. SR2S Logo options (color version)
- B. SR2S Logo options (black and white version)
- C. Sample sketches

A



B



C



D



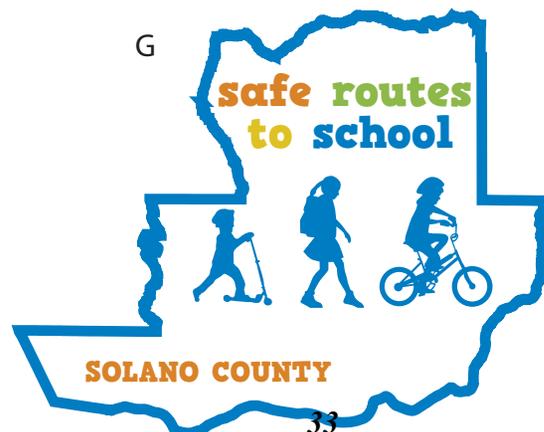
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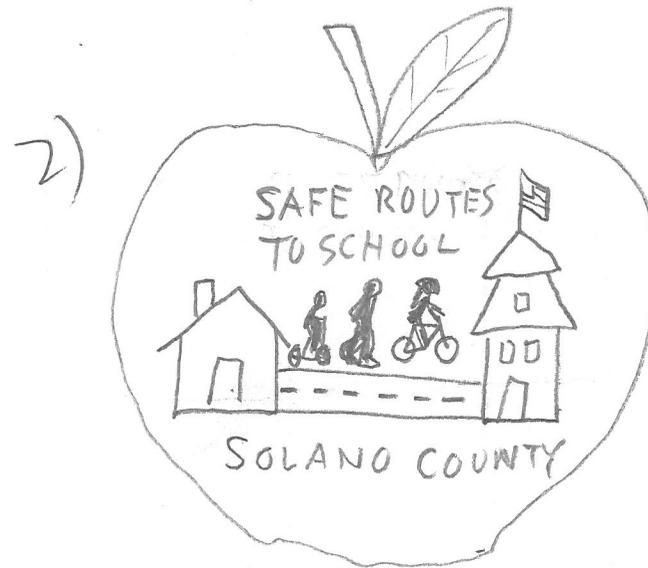


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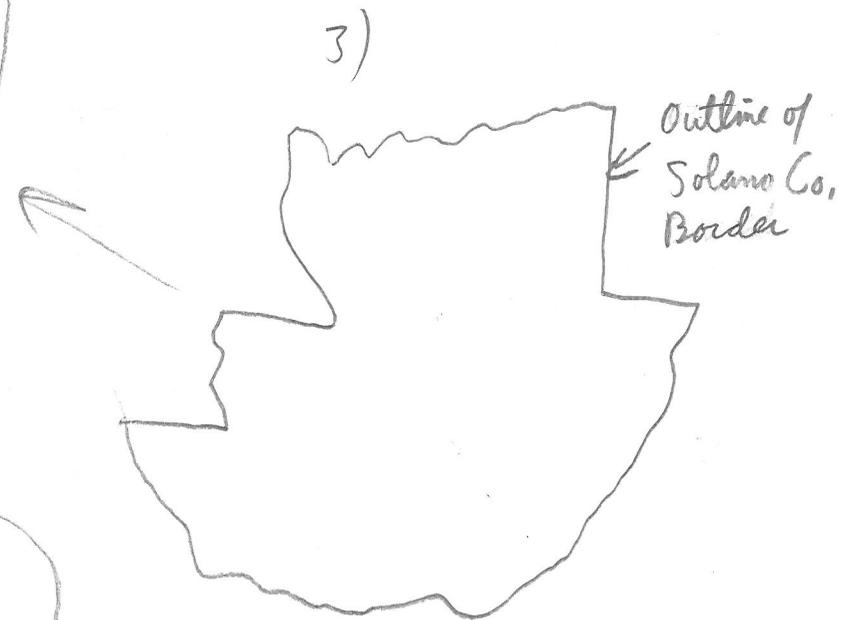


H





or cloud
outline



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DATE: June 25, 2014
TO: SR2S Advisory Committee
FROM: Sarah Fitzgerald, SR2S Program Administrator
RE: STA Awards – Safe Routes to School Categories

Background:

The STA Annual Awards recognize individuals, programs, activities and projects that have contributed to the continued success in "improving the quality of life in Solano County by delivering transportation projects to ensure mobility, travel safety, and economic vitality." The event is hosted by the Mayor/Supervisor who serves as the STA chair that year. Nominations are submitted by member and partner agencies, and the final selection is made by the Executive Committee of the STA Board.

The STA Annual Awards program is sponsored by generous donations from the private sector so that no public funds are used. This event provides the opportunity to showcase collective transportation accomplishments of the past year. Categories recognized at the awards ceremony typically include:

- Agency of the Year
- Advisory Committee Member of the Year
- Project of the Year
- Safety Project of the Year
- Transit Employee of the Year
- Business of the Year
- Partner of the Year
- Planning/Transportation for Livable Communities
- Project Delivery
- Special Award

Discussion:

Two new categories are being proposed for consideration at the STA Annual Awards program for the Safe Routes to School Program.

Individual Category: Safe Routes to School – Champion

This category recognizes an individual that has worked as a champion for the Safe Routes to School (SR2S) program in Solano County and its mission by making a significant impact in program participation.

Selection Criteria:

- Participates above and beyond as a school employee, volunteer, community member or parent to further the goals of the SR2S program.
- Provides a positive experience for an aspect of the program to encourage healthy habits.
- Works to promote walking and rolling to school, which decreases traffic, resulting in cleaner air and a safer environment for students.

School Category: Safe Routes to School – Outstanding School

This category recognizes a school that has made Safe Routes to School a priority program in the school and has demonstrated significant impact in program participation.

Selection Criteria:

- Participates above and beyond as a school to further the goals of the SR2S program.
- Actively participates in education events and promotes the program year-round to parents and students.
- An Outstanding School that demonstrates the values of the SR2S program and is a model to other schools.