



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Office of Sustainability



Date: August 23, 2016
Board Meeting Date: September 6, 2016
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Jim Eggemeyer, Director, Office of Sustainability

Subject: Sustainable Transportation Encouragement Program Grant Award

RECOMMENDATION:

Adopt a resolution authorizing the director of the Office of Sustainability or his/her designee to execute the program supplement agreement and accepting the California Transportation Commission grant funds for the Office of Sustainability and Redwood City 2020 Sustainable Transportation Encouragement Program.

BACKGROUND:

In September 2013, the Governor signed Senate Bill 99 (Chapter 359, Statutes 2013) and Assembly Bill 101 (Chapter 254, Statutes 2013) into law, creating the Active Transportation Program (ATP). The ATP consolidates a number of other funding sources intended to promote walking and bicycling, such as the Bicycle Transportation Account and Transportation Alternatives Program, into one program. Over a three year period encompassing three grant cycles, the State plans to award approximately \$1.0 Billion worth of grant funds for Active Transportation projects. The majority of the funds are dispersed by the State and a portion of the funds are dispersed by regional entities such as the Metropolitan Transportation Commission.

On June 6, 2015, the County of San Mateo submitted an Active Transportation Program grant application to the California Transportation Commission (CTC) for Cycle 2 of the ATP statewide competitive funding call for projects. On September 22, 2015, the CTC approved the STEP project for inclusion in the list of recommended projects for funding. On June 30, 2016, the CTC officially approved allocation of \$963,000 to fund the STEP project.

DISCUSSION:

The STEP grant will consist of community and school-based education and encouragement programs in the North Fair Oaks area of the Redwood City School District. STEP will measure the rates of walking and bicycling for daily transportation.

STEP will implement a variety of activities to reward and increase rates of walking and bicycling, while concurrently increasing traffic safety for all roadway users. STEP includes three main components:

1. Safe Routes to Schools
2. Community-wide Transportation Demand Management/Social Marketing
3. Data collection, analysis, and evaluation

The three project components will be implemented in a coordinated fashion to reinforce the overall STEP message.

Safe Routes to Schools Component

STEP provides funding to continue and expand the Safe Routes to Schools programs currently offered by Redwood City 2020 at the following five schools located in unincorporated North Fair Oaks:

- Taft Elementary School
- Garfield Elementary School
- Selby Lane Elementary School
- Hoover Community School
- Fair Oaks Elementary School

Programs will implement activities in four topic categories: Education, Encouragement, Enforcement, and Evaluation. Safe Routes to Schools activities funded through the STEP grant are estimated to begin in September 2016.

- Education: Lessons on traffic safety, bicycle skills, and walking for transportation. Outings and experiential learning to connect walking and cycling to health, science, and other curricula.
- Encouragement: Programs, events, activities, and incentives to reward students and family members who walk and cycle for daily trips, and to inspire more people to use active modes.
- Evaluation: Measurement of rates of walking and bicycling before and after project implementation. Implementation and piloting of automated measurement technology. Walking and bicycling audits of each of the five schools to identify recommended routes and potential projects. Analysis and reporting of program effectiveness.
- Enforcement: Crossing guard training and recruitment; targeted enforcement for crossings; enforcement against speeding and distracted driving.

These tasks will be carried out concurrently over a three year period beginning in September, 2016 and continuing through June, 2019. With approval of the receipt of the ATP grant funds, the County Office of Sustainability will develop an agreement with the City of Redwood City to implement the Safe Routes to Schools program.

Community-wide Transportation Demand Management/Social Marketing Component

STEP will implement a community-wide active transportation encouragement and marketing program. This community-wide program provides support, information, incentives and community engagement to all residents to reward those who are already using active modes of transportation, and to inspire more residents to try walking, bicycling and transit. The community-wide program includes three main units:

- Customized assistance, education and support: walk route recommendations to transit; trip-specific schedules and guides; on-line and mobile resources
- Marketing and awareness: program branding and advertising; events and guided outings; campaigns; on-line and mobile interactive motivational promotions
- Bicycle support and encouragement: bicycle outings and parades, cargo-bike delivery, bike “library” and repair clinic, pedal taxi co-op, bicycling classes for non-traditional riders, and community-identified support services.

Data Collection, Analysis, and Evaluation Component

STEP will collect data before and after the Community-wide Transportation Demand Management (TDM) program to measure change in rates of walking, bicycling, and other sustainable transportation mode use. The evaluation will include household travel surveys of a representative population sample in the project area, and detailed individual daily trip diaries for a target sub-set. The analysis report will show health, fuel, and emissions changes resulting from the project, and associated costs or savings.

The Community-wide TDM and Data Analysis activities will be conducted according to a coordinated schedule. These activities will be carried out over a 2 ½ year period beginning in January, 2017 and continuing through June, 2019. The Office of Sustainability expects to contract for performance of these services through a qualified consultant selected through an open and fair procurement process.

Performance measures for the STEP project are based on the data collection described above. Data will document the degree of increase in daily trips made by walking, bicycling, and other active modes of transportation. These data will then be analyzed to show the increased rate of daily physical activity, the rate of decrease in greenhouse gas emissions from daily trips, and cost savings.

County Counsel has reviewed and approved the resolution as to form.

SHARED VISION 2025:

Approval of this resolution contributes to the Shared Vision 2025 outcomes of an environmentally conscious community by increasing the proportion of trips made by bicycling and walking rather than by automobile. This project will help shift some daily trips from driving to cycling thereby reducing pollution and greenhouse gas emissions from automobiles. STEP also contributes to the Shared Vision 2025 outcome of a livable and healthy community by reducing injuries from traffic collisions and by increasing community interaction. Walking and bicycling reduces risk of chronic disease and improves social cohesion, reducing rates of crime.

PERFORMANCE MEASURE:

Measure	FY 2016-17 Actual	FY 2017-18 Projected
Increase by 8% the proportion of daily trips made by walking (16.6%), bicycling (1.5%), and public transportation (4.4%)	Estimated 22.5%	25%

The California Household Travel Survey (2010) reports the average state-wide proportion of daily trips made by walking, bicycling and public transportation totals 22.5% of all daily trips. Data specific to the STEP project area will be collected as part of the project to establish baseline rates and to measure project effectiveness.

FISCAL IMPACT:

Approval of this resolution will result in a transfer of funds from the California Department of Transportation (Caltrans) in the amount of \$963,000 to the San Mateo County Office of Sustainability.

Active Transportation Program grant funds do not require matching funds, therefore, no additional County funds will need to be appropriated.