



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY MANAGER: OFFICE OF SUSTAINABILITY

File #: 16-578

Board Meeting Date: 9/26/2017

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Jim Eggemeyer, Director, Office of Sustainability
Subject: Agreement with Silicon Valley Bicycle Coalition to Implement the Sustainable Transportation Encouragement Program Grant

RECOMMENDATION:

Adopt a resolution authorizing the Office of Sustainability to enter into an agreement for \$237,000 with Silicon Valley Bicycle Coalition for a term of October 1, 2017, to June 30, 2019, to implement the Community-wide Transportation Demand Management tasks in the Redwood City 2020 Sustainable Transportation Encouragement Program, funded by an Active Transportation Grant.

BACKGROUND:

On June 6, 2015, the County of San Mateo submitted an Active Transportation Program (ATP) grant application to the California Transportation Commission (CTC) for Cycle 2 of the ATP statewide competitive funding call for projects. On June 30, 2016, the CTC officially approved the allocation of \$963,000 to fund the Sustainable Transportation Encouragement Program (STEP) project. On September 6, 2016 your Board adopted Resolution No. 074751 accepting the CTC grant funds in the amount of \$963,000 under the Active Transportation Program.

DISCUSSION:

The STEP project consists of school and community-based education and encouragement programs in North Fair Oaks, an unincorporated area of San Mateo County. The project measure the rates of walking and bicycling for daily transportation, implements a variety of activities to reward and increase rates of walking and bicycling, and increases 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

These three project components are being implemented in a coordinated manner to reinforce the overall STEP message. The first phase is the Safe Routes to Schools component, being implemented through an agreement with Redwood City 2020 at five schools in North Fair Oaks and the Redwood City School District. This agreement represents the second phase of the project, expanding education and encouragement efforts to a community-wide scale, including an education campaign focused on increasing traffic safety. The third phase, data collection, analysis, and evaluation, is anticipated to kick off in late fall 2017. All three STEP components will be implemented through June 2019.

On June 21, 2017, the Office of Sustainability (OOS) released a Request for Proposals (RFP) to provide STEP Community-wide Transportation Demand Management education and encouragement components. The OOS received proposals from two different vendors. After evaluation of the two proposals and in-person interviews with both proposal teams, Silicon Valley Bicycle Coalition, in partnership with Siena Youth Center, was selected as the preferred vendor. This determination was made on the basis of their experience conducting these services and the completeness, depth, and breadth of their proposal.

This agreement between the Office of Sustainability and Silicon Valley Bicycle Coalition requires Silicon Valley Bicycle Coalition, in partnership with Siena Youth Center, to oversee and implement the education and encouragement tasks related to the Community-wide Transportation Demand Management component of the program.

These tasks will be carried out concurrently over a 21 month period beginning in October 2017 and continuing through June 2019.

Approval of this agreement 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 or walking, 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 crime rates.

PERFORMANCE MEASURE:

Measure	FY 2016-17 Actual	FY 2017-18 Projected	FY 2018-19 Projected
Increase by 11% the proportion of daily trips made by walking (16.6%), bicycling (1.5%), and public transportation (4.4%)	Estimated 22.5%	23.5%	25%
After participating in a class, 90% of participants will report increased knowledge of walking and biking safety	N/A	90%	90%

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:

The agreement is funded by a grant from the State of California's Sustainable Transportation Encouragement Program, thus there is no Net County Cost associated with this agreement. The term of the agreement is October 1, 2017, through June 30, 2019, with a total contract amount not to exceed \$237,000, which has been included in the Office of Sustainability's FY 2017-19 Recommended Budget.

ATTACHMENT:

Agreement with Silicon Valley Bicycle Coalition

Request for Proposals - Matrix

1	Where was the RFP advertised?	The RFP was posted on the Public Purchase website and The San Mateo Daily Journal.
2	In addition to any advertisement, list others to whom the RFP announcement was sent:	N/A
3	State the total number of RFP's sent to prospective proposers:	N/A
4	How many proposals did you receive?	2
5	List in alphabetical order the names of the proposers (or finalists, if applicable) and the location:	Alta Planning + Design - Oakland Silicon Valley Bicycle Coalition - San Jose