



AGENCY: City Council
MEETING DATE: May 8, 2017
DEPARTMENT: Community Development
PRESENTED BY: J. Owen
EMAIL ADDRESS: jowen@fortbragg.com

AGENDA ITEM SUMMARY

TITLE:

RECEIVE REPORT AND CONSIDER ADOPTION OF CITY COUNCIL RESOLUTION APPROVING SAFE ROUTES TO SCHOOL OUTREACH PROGRAM

ISSUE:

The City's 2013 Active Transportation Program (ATP) Grant provided partial funding for the Chestnut Street Corridor Project, and it also provided \$26,000 in non-infrastructure funding for a Safe Routes to School Program. The City contracts with North Coast Opportunities' Walk and Bike Mendocino Program to implement the City's Safe Routes Program. One of the tasks in Walk and Bike Mendocino's contract scope of work is to update the City's 2009 Safe Routes to School Outreach Program. Walk and Bike Mendocino has prepared a draft 2017 Safe Routes to School Outreach Program for City Council's review and approval.

RECOMMENDED ACTION:

Adopt City Council Resolution Approving Safe Routes to School Outreach Program.

ALTERNATIVE ACTION(S):

Provide additional direction and adopt the final Program at a later date.

ANALYSIS:

The City of Fort Bragg has operated Safe Routes to School Programs with funding from four different state and federal grants since 2005, each of which provided funding for infrastructure improvements for sidewalks, streets, bike paths, etc., as well as non-infrastructure funding for implementation of Safe Routes to School programs. The purpose of Safe Routes program funding is to complement infrastructure improvements to increase the safety as well as the number of children walking and biking to school. Safe Routes Programs focus on education, encouragement, enforcement, and engineering (the "4 E's" of Safe Routes programs) as well as evaluation to accomplish program goals.

In 2013, California consolidated several state and federal transportation programs, including the Transportation Alternatives Program (TAP), Bicycle Transportation Account (BTA), and State Safe Routes to School (SR2S), into a single program called the Active Transportation Program (ATP). The City was awarded approximately \$259,000 from the first ATP cycle including \$233,000 for partial funding for the Chestnut Street Multi-Use Facility (Chestnut Street Corridor Project) and \$26,000 for a Safe Routes to School Program.

The City's ATP award for a Safe Routes program was based on a grant application that focused on activities for schools along the Chestnut Street corridor, including Redwood Elementary, Dana Gray Elementary, and Fort Bragg High School. In November 2015, City Council awarded a contract to Walk and Bike Mendocino, a program of non-profit North Coast Opportunities, to implement a Fort Bragg Safe Routes to School program. The Walk and Bike Mendocino contract was partially funded by the City's Federal Cycle 3 SRTS grant. The City's Walk and Bike Mendocino contract term ends on December 31, 2017. Walk and Bike Mendocino supports pro-walking and biking governmental policies and infrastructure, provides public education, and

collaborates with other organizations and volunteers working on similar or supportive projects to meet shared goals.

Aside from the Fort Bragg Safe Routes program contract, Walk and Bike Mendocino is also currently providing Safe Routes programs at schools in Anderson Valley, Covelo, Fort Bragg, Laytonville, Potter Valley, Ukiah, and Willits through a county-wide ATP grant award to the Mendocino County Health and Human Services Agency (HHS). The County HHS award of \$871,000 is for non-infrastructure Safe Routes program activities only (no infrastructure). The Fort Bragg focus of the county award is Dana Gray Elementary and Fort Bragg High School. Walk and Bike Mendocino has coordinated and leveraged its Fort Bragg activities with the county grant-funded tasks to provide significant coverage and activities in Fort Bragg, and maximized the impact of the City's relatively small investment. Also, the County's program and contract with Walk and Bike Mendocino will continue for at least a year after the City's contract end date, which will provide continuity of effort once the City's funding ends.

Walk and Bike Mendocino's contract scope of work with the City of Fort Bragg includes the following tasks that were listed in the City's Request for Proposals:

A. With the assistance of the SRTS Steering Committee, and in coordination with the Mendocino County ATP/SRTS Consultant, update and implement an SRTS Education and Encouragement Plan and Program to include the following elements:

1. Pedestrian & Bicycle Safety Education in each Fort Bragg Unified School District school, focusing on crosswalk safety and compliance and reduction of pedestrian/vehicle/bicycle conflicts. Elements may include but are not limited to:
 - Deliver skills practice via school day and/or after school classroom curriculum/ physical education, including documentation of activities conducted, dates presented, and student counts.
 - Present skills practice at General School Assembly(ies) and deliver documentation such as event announcements and write-ups including dates held, topics, participants, etc.
 - Encourage participation and assist with coordination of advertising in schools for existing events such as the Bicycle Rodeo.
 - Develop Safe Routes to School website/ webpage with hosting and/or linkage to appropriate websites such as Fort Bragg Unified School District, City of Fort Bragg, Mendocino Coast Recreation & Parks District, etc.
2. Safe Driving Education to focus on reduction of speeding in school zones; safety in vehicle loading/unloading zones; and reduction of pedestrian/vehicle/bicycle conflicts in parking lots and streets. Activities should include but are not limited to the following:
 - Develop and widely distribute Safe Routes maps using a variety of modes (print, newspaper, web, etc.).
 - Implement "Safety Tip of the Month" at each school site.
 - Produce or procure and distribute educational materials at community events such as International Walk to School (IWALK) Day/Month, Earth Day events; and other appropriate events.
3. Encouragement activities at local schools, including but not limited to:
 - Coordinate and supervise annual Walk Day/Week activities.

- Implement weekly walk-to-school program.
 - Encourage “walking school busses” and “bicycle trains.”
 - Develop and encourage “park and walk” and carpooling programs and campaigns.
 - Develop and implement walk/ride to school contests to highlight the fun and benefits of walking and biking to school, as well as safety strategies.
4. Enforcement activities, including but not limited to:
- Coordinate presence of School Resource or other Police Officers at educational and encouragement activities.
 - Develop and encourage Police Department implementation of positive enforcement “caught you being good” campaign for walkers, bikers, and drivers.
 - Enlist “Neighborhood Watch” groups to assist with monitoring unsafe behaviors.
 - Encourage community reporting of unsafe driving.
5. Evaluation Activities to include:
- Supervision, administration, collection and submittal of data using Student Tally and Parent Survey forms, to be conducted, as required (typically, within 2 months prior to and 2 months after project implementation during regular school year).
 - Other evaluation activities as appropriate or feasible.
6. Submittal of an electronic copy of the updated Plan and Program, including support documentation of events held, in Microsoft Word and/or Excel.

Despite a limited budget, Walk and Bike Mendocino has accomplished an impressive number of contract tasks.

As required in item 6 above, Walk and Bike Mendocino staff have updated the Safe Routes to School Outreach Program for City Council’s review and acceptance. The City’s initial Safe Routes to School Outreach Program was funded by a 2005 California Safe Routes to School grant and was originally adopted in 2009. The current proposed Program contains the following elements:

- **Introduction:** Explanation of the “what” and “why” of SRTS programs as well as program vision and goals are provided.
- **Education:** Includes concepts, concerns, recommendations and resources to ensure safe practices.
- **Encouragement:** Provides purpose, categories/concepts, examples and resources to spark interest and incentivize reduced vehicular travel and safe practices.
- **Enforcement:** Provides strategies, tools and resources to deter unsafe behaviors.
- **Engineering:** Includes examples of infrastructure improvements to increase safety and improve non-vehicular experiences.
- **Evaluation:** Introduces the fifth “E” of SRTS Programs, intended to assist in identifying successful practices and strategies.
- **Implementation:** Provides recommendations, resources and benefits of forming a SRTS Task Force are provided.

- **Resources:** Web links to local and regional Safe Routes and related plans and studies; funding clearing houses; and other Safe Routes and bicycling resource pages are provided.

FISCAL IMPACT:

Cost of development of the Safe Routes Outreach Program is covered in the ATP grant contract with Walk and Bike Mendocino. The Plan provides suggestions for future activities but does not commit City funding to any future activities. If the City of Fort Bragg decides to remain involved in implementation of Safe Routes program activities after the term of the current ATP-funded Safe Routes program, the City will need to locate and designate a funding source for any activities requiring commitment of City staff time or other cost participation.

CONSISTENCY:

The City of Fort Bragg is a long-time supporter of bicycle and pedestrian improvements projects. The SRTS Outreach Program supports infrastructure goals provided in the 2010 City of Fort Bragg Residential Streets Safety Plan (RSSP) as well as numerous goals, policies, and programs of the City’s General Plan including:

- Policy OS-11.1 Multiple Use Trail System: Develop a multiple use trail system.
- Program C-9.2.2: Consider improving pedestrian and bicycle facilities on Chestnut Street.
- Program C-11.6.2: Upgrade and widen sidewalks on Chestnut Street.

In addition, the SRTS Program supports many overarching goals of the City which include providing safe and efficient means for people to walk and bike in Fort Bragg, providing improved access for mobility impaired persons, and using traffic calming measures to increase roadway safety.

IMPLEMENTATION/TIMEFRAMES:

If City Council adopts the Safe Routes Outreach Program, it will inform future Safe Routes program and infrastructure activities. There will be no immediate impact from adopting the Program because for the most part, Program goals and activities mirror current activities to be implemented through the City’s ATP grant or the County HHSA’s grant. After ATP Safe Routes program funding is depleted, Safe Routes program activities may proceed if they are led by volunteers or if staff is directed to participate in such activities.

ATTACHMENTS:

1. Draft Safe Routes to School Outreach Program
2. Resolution

NOTIFICATION:

1. Neil Davis, Yanik Zuluaga, Walk and Bike Mendocino staff.

City Clerk’s Office Use Only

Agency Action	<input type="checkbox"/> Approved	<input type="checkbox"/> Denied	<input type="checkbox"/> Approved as Amended
Resolution No.:	_____	Ordinance No.:	_____
Moved by:	_____	Seconded by:	_____
Vote:	_____		
<input type="checkbox"/> Deferred/Continued to meeting of:	_____		
<input type="checkbox"/> Referred to:	_____		