



# City of Mountain View

## Agenda

### Bicycle/Pedestrian Advisory Committee

*Committee Members Shankari, Tock, Unangst, Vice Chair Roddin and Chair Fenwick*

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Wednesday, January 30, 2019

6:30 PM

Plaza Conference Room, 500 Castro St.,  
Mountain View, CA 94041

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#### 1. CALL TO ORDER

#### 2. ROLL CALL

#### 3. ORAL COMMUNICATIONS FROM THE PUBLIC

*This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committee from acting on non-agenda items.*

#### 4. MINUTES APPROVAL

##### 4.1 Approve Meeting Minutes

**Recommendation:** Approve the B/PAC Meeting Minutes of November 28, 2018.

**Attachments:** [B/PAC Minutes 11-28-2018](#)

#### 5. UNFINISHED BUSINESS-None.

#### 6. NEW BUSINESS

##### 6.1 Election of Chair and Vice Chair

**Recommendation:** Elect a Chair and Vice Chair for the 2019 calendar year.

**Attachments:** [Staff Memo](#)  
[ATT 1 - B/PAC Bylaws](#)

##### 6.2 Safe Moves Report

**Recommendation:** Review and provide comments on the Final Report for the Safe Moves program and program evaluation data, and discuss ways to focus efforts in Mountain View's future Safe Routes to School program.

**Attachments:** [Staff Memo](#)  
[ATT 1 - Safe Moves Final Report, 2016-17](#)

##### 6.3 Fiscal Year 2018-19 Bicycle/Pedestrian Advisory Committee Work Plan

**Recommendation:** Provide input on the B/PAC Fiscal Year 2018-19 Work Plan.

Attachments:      [B/PAC Work Plan](#)  
[ATT 1 - B/PAC Tentative Agenda List](#)

**6.4                      Valley Transportation Authority (VTA) Bicycle & Pedestrian  
Advisory Committee (BPAC) Update**

Recommendation: Provide comments on the VTA BPAC agenda items.

**7. COMMITTEE/STAFF ANNOUNCEMENTS, UPDATES, REQUESTS, AND COMMITTEE  
REPORTS**

*No action will be taken on any questions raised by the Committee at this time.*

**7.1. Staff Comments**

**7.2. Committee Comments**

**8. SET DATE AND TIME FOR NEXT MEETING**

*Wednesday, February 27, 2019 B/PAC Meeting at 6:30 p.m.*

**9. CALENDAR**

*Wednesday, March 27, 2019 B/PAC Meeting at 6:30 p.m.*

*Wednesday, April 24, 2019 B/PAC Meeting at 6:30 p.m.*

*Wednesday, June 26, 2019 B/PAC Meeting at 6:30 p.m.*

**10. ADJOURNMENT**

**AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES**

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special meetings may be called as necessary by the Committee Chair and noticed at least 24 hours in advance of the meeting.

- Questions and comments regarding the agenda may be directed to the Public Works Department at (650) 903-6311.

- Interested persons may review the agenda and staff reports at <https://mountainview.legistar.com/Calendar.aspx>, at the Public Works Department counter, 500 Castro Street, First Floor and at the meeting.

**SPECIAL NOTICE—Reference: Americans with Disabilities Act, 1990**

- Anyone planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the Public Works Department at (650) 903-6306 48-hours in advance of the meeting to arrange for assistance. Upon request, in advance, by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format. Also upon request, in advance, an assistive listening device can be made available for use during the meeting.

- The Committee may take action on any matter noticed herein in any manner deemed appropriate by the Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.

SPECIAL NOTICE—Any writings or documents provided to a majority of the Bicycle/Pedestrian Advisory Committee regarding any item on this agenda will be made available for public inspection in the Public Works Department, 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

**ADDRESSING THE COMMITTEE**

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.
- Anyone wishing to address the Committee on a nonagenda item may do so during the "Oral Communications" part of the agenda. Speakers are allowed to speak once on any number of topics for up to three minutes.



**DRAFT**

**BICYCLE/PEDESTRIAN ADVISORY  
COMMITTEE**

**MINUTES**

REGULAR MEETING - WEDNESDAY, NOVEMBER 28, 2018  
PLAZA CONFERENCE ROOM AT CITY HALL - 500 CASTRO STREET  
6:30 P.M.

1. **CALL TO ORDER**

Vice Chairperson Roddin called the meeting to order at 6:31 p.m.

2. **ROLL CALL**

**Members Present:** Committee members Kalyanaraman Shankari, Theron Tock, Greg Unangst, and Vice Chairperson Marc Roddin.

**Members Absent:** Chairperson Valerie Fenwick.

**Staff Members Present:** Assistant Public Works Director Dawn Cameron, Transportation Manager Ria Hutabarat Lo, Transportation Planner Nate Baird, and Consultant Transportation Project Manager Jim Lightbody.

**Public Present:** Four members of the public were present.

3. **ORAL COMMUNICATIONS FROM THE PUBLIC – None.**

4. **MINUTES APPROVAL**

**Motion – M/S** Unangst/Tock – Carried 4-0-1; Fenwick absent – Approve the minutes of the October 25, 2018 Special Joint Meeting with the City of Los Altos Complete Streets Commission with corrections as noted.

5. **UNFINISHED BUSINESS – None.**

## 6. NEW BUSINESS

### 6.1 TRANSIT CENTER GRADE SEPARATION AND ACCESS PROJECT

Jim Lightbody presented an overview and status update for the Transit Center Grade Separation and Access Project, with particular attention to design elements for the bicycle/pedestrian undercrossing across Caltrain and Central Expressway at Castro Street.

*Public Comment:*

Serge Bonte commented that twice as many people walk to Caltrain as ride bikes, so it needs to be easy for pedestrians to get to the train, with no detour for pedestrians coming up Moffett Boulevard (via 100 Moffett Boulevard). He also recommended that bike parking be placed underground for easier access from the north or the south, and that consideration be given to changing the plaza so as not to obstruct pedestrian access.

John Carpenter noted that he uses Moffett Boulevard to come downtown from Middlefield Road and Shoreline Boulevard. To have to travel underground at Central Expressway and the CalTrain corridor will delay his route. Consideration should also be given for VTA to extend the light rail to North Bayshore via Shoreline Boulevard in the future.

*Committee Comment:*

Committee members noted that people riding bicycles rarely walk their bikes through dismount areas. To encourage appropriate paths of travel, one Committee member, therefore, suggested that different surface treatments should be applied to distinguish the recommended bike paths of travel from pedestrian areas and paths of travel.

Committee members noted that the grade change and dismount requirement represents a degradation relative to the current situation for bicyclists traveling the Castro Street/Moffett Boulevard corridor, but not going to CalTrain or VTA light rail. In order to minimize barriers to the use of bicycles, Committee members requested that all stairs include bike channels and that ramp layouts minimize the use of switchbacks or sharp turns, which are difficult for bikes.

For those connecting to the Transit Center, Committee members requested that bike parking be provided on the north sides of Central Expressway and

that bike share parking areas be designated within the Transit Center area. Committee members also commented that particular attention should be paid to loading operations on the Moffett Boulevard side, and how those operate with pedestrian and bicycle movements. One member requested that the Transit Center design should not make it impossible for bicyclists to enter the station at grade from the north (via a curb ramp for bicyclists who travel through the intersection of Moffett Boulevard and Central Expressway), that bicyclists traveling east on Central Expressway not be subject to the stop light, and that the bike lane be placed on the curb side of the expressway bus/shuttle loading area. Another member requested that space be provided for stores and coffee stands within the underground portion of the Transit Center as is routinely done in Europe.

For the Adobe Building corner, Committee members preferred options with wider ramps; bright, open plazas; and paths of travel that are as straight and direct as possible. All members preferred Option 3. Committee members requested that some parking be provided under Option 3 to allow for ADA and catering access.

8:34 p.m. 6.2 **ADDITIONAL EDITS TO MUNICIPAL CODE CHAPTER 19, ARTICLE VI, PROPOSED REGULATORY FRAMEWORK**

Dawn Cameron, Assistant to the Public Works Director, presented an update regarding the latest edits to Municipal Code Chapter 19, Article VI, and the proposed regulatory framework.

*Public Comment:*

Serge Bonte supported the new framework's repeal of the seizing of bicycles. He would prefer that the framework require a walking speed from bicyclists on sidewalks over exercising reasonable due care. He also supported rules that would create clear liability for those who hit pedestrians, and he did not see the benefit of age exceptions to sidewalk riding prohibitions along Castro Street.

John Ulmen, the founder of Boosted Boards in Mountain View, supported language inclusive of a diverse range of devices in a clear and reasonable manner. He supports protecting pedestrians with clear, enforceable language.

*Committee Comment:*

Committee members discussed the proposed language for regulating the speed of bicyclists appropriately in varying contexts on sidewalks; the age exception for sidewalk riding restrictions; and the repeal of the Police authority to seize and hold bicycles.

**Motion**—M/S Tock/Unangst—Carried 4-0-1; Fenwick absent—B/PAC recommends City Council accept the language proposed by staff, including the directive to “exercise due care” but striking out the phrase “under the circumstances and conditions.”

**Motion**—M/S Shankari/Unangst—Carried 4-0-1; Fenwick absent—B/PAC recommends City Council lower the threshold for allowing children to ride where others are prohibited to those eight years old and younger.

**Motion**—M/S Unangst/Tock—Carried 4-0-1; Fenwick absent—B/PAC recommends City Council accept the repeal of the authority of the Police Department to seize and hold bicycles.

**6.3 FISCAL YEAR 2018-19 BICYCLE/PEDESTRIAN ADVISORY COMMITTEE WORK PLAN**

The Committee reviewed the Fiscal Year 2018-19 B/PAC Work Plan and provided updates on recent and upcoming activities.

**7. COMMITTEE/STAFF COMMENTS, QUESTIONS, AND REPORTS**

**7.1 STAFF COMMENTS**

Staff reported that there have been 6 *Ask Mountain View* bicycle/pedestrian-related requests in the month of November. The Stevens Creek Trail has reopened. Vision Zero will go before City Council early in 2019.

**7.2 COMMITTEE COMMENTS**

Committee member Unangst reported on the VTA Bicycle & Pedestrian Advisory Committee meeting on November 7, 2018. The Committee prioritized pedestrians and bicycles for future station planning purposes, as well as placing car parking at the bottom of the priorities. The Committee also recommended to approve staff’s land use policy recommendation, as well as Multi-modal Improvement Plans for Mountain View and Santa Clara.

Committee member Shankari visited Pittsburgh and tried bike share there. She also tried e-scooters in Oakland.

8. **SET DATE AND TIME FOR NEXT MEETING**

Wednesday, January 30, 2019 B/PAC Meeting at 6:30 p.m.

9. **CALENDAR**

Wednesday, February 27, 2019 B/PAC Meeting at 6:30 p.m.

Wednesday, March 27, 2019 B/PAC Meeting at 6:30 p.m.

Wednesday, April 24, 2019 B/PAC Meeting at 6:30 p.m.

10. **ADJOURNMENT**

The meeting was adjourned at 9:41 p.m.



**MEMORANDUM**

Public Works Department

**DATE:** January 30, 2019

**TO:** Bicycle/Pedestrian Advisory Committee

**FROM:** Nate Baird, Transportation Planner  
Ria Hutabarat Lo, Transportation Manager

**SUBJECT:** Election Process for 2019 Chairperson and Vice Chairperson

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**RECOMMENDATION**

Elect a Chairperson and Vice Chairperson for the 2019 calendar year.

**BACKGROUND**

The Bicycle/Pedestrian Advisory Committee (B/PAC) bylaws\* require that the Committee elect from its own membership a Chairperson and a Vice Chairperson at the first meeting each calendar year beginning January 1.

The duties of the Chairperson are to preside at all meetings of the Committee. The duty of the Vice Chairperson is to perform the duties of the Chairperson when the Chairperson is absent.

**DISCUSSION**

The elections are conducted for the Chairperson and Vice Chairperson positions individually and in sequence. Immediately preceding the vote, the Chairperson will ask if there are any nominations from the floor, then close the nominating process to establish the final list of candidates for each position. The affirmative vote of a majority of the Committee members is required to elect the Chairperson and Vice Chairperson. The term of office for both positions is from January to December 2019.

\*B/PAC bylaws are available for review online at the following hyperlink:

<https://www.mountainview.gov/civicax/filebank/blobdload.aspx?BlobID=13516>

**CITY OF MOUNTAIN VIEW  
BICYCLE/PEDESTRIAN ADVISORY COMMITTEE**

**BYLAWS, ROLES, AND RESPONSIBILITIES**

**ARTICLE I – NAME**

The name of the Committee is the City of Mountain View Bicycle/Pedestrian Advisory Committee, hereinafter referred to as the “Bicycle/Pedestrian Advisory Committee.”

**ARTICLE II – PURPOSE**

The purpose of the Bicycle/Pedestrian Advisory Committee is:

1. To promote the development and maintenance of the City’s bikeway and pedestrian facilities;
2. To promote, through education, bicycling and walking as an alternative means of transportation; and
3. To ensure sensitivity to bicycle, pedestrian, and disabled transportation issues in the design and implementation of public works projects which impact bicycles and pedestrians.

**ARTICLE III – MEMBERSHIP**

**Section 1. Composition.** Members of the Bicycle/Pedestrian Advisory Committee shall be appointed by the City Council of Mountain View. The Bicycle/Pedestrian Advisory Committee shall consist of five (5) members who shall live or work within the City limits and have a strong interest and enthusiasm for the planning, improving, and maintaining of bicycle and pedestrian facilities. A majority of the members shall be Mountain View residents.

**Section 2. Term of Membership.** Terms of membership of the Bicycle/Pedestrian Advisory Committee shall be for four (4) years. Members of the Bicycle/Pedestrian Advisory Committee shall serve a maximum of two (2) consecutive four (4) year terms.

**Section 3. Voting Rights.** Each member shall be entitled to one (1) vote on each matter submitted to a vote of the members. Voting by proxy or absentee ballot shall not be permitted.

**Section 4. Resignation and Termination of Membership.** Any member may resign by filing a written resignation with the Chairperson of the Bicycle/Pedestrian Advisory Committee and/or the City Council. The City Charter requires an advisory body member's office to become vacant if the member has been absent from three (3) regular consecutive meetings without a qualified excuse as defined in City Council Policy K-2, Council Advisory Body Appointments.

**Section 5. Vacancies.** Vacancies in the membership of the Bicycle/Pedestrian Advisory Committee shall be filled in the same manner as provided in the case of the original selection in accordance with Article III, Sections 1 and 2, and/or defined in City Council Policy K-2, Council Advisory Body Appointments.

#### **ARTICLE IV – MEETINGS OF MEMBERSHIP**

**Section 1. Regular Meetings.** Regular meetings shall be scheduled each month, except for the months of May, July, and December. The Bicycle/Pedestrian Advisory Committee may cancel meetings or schedule additional meetings as deemed necessary.

**Section 2. Special Meetings.** Special meetings of the Bicycle/Pedestrian Advisory Committee may be called by the Chairperson or Vice Chairperson.

**Section 3. Place of Meetings.** The Bicycle/Pedestrian Advisory Committee shall designate a place within the City as the place of any meeting.

**Section 4. Notice of Meetings.** Notice stating the place, day, hour, and agenda of any meeting of the Bicycle/Pedestrian Advisory Committee shall be provided to the public pursuant to the requirements of the Ralph M. Brown Act (Government Code 54950 *et seq.*).

**Section 5. Quorum.** A quorum shall constitute three (3) members.

#### **ARTICLE V – COMMITTEE ROLE AND RESPONSIBILITIES**

The Bicycle/Pedestrian Advisory Committee shall be an advisory body to the City Council on matters relating to bicycle and pedestrian transportation. The fundamental responsibility of the Bicycle/Pedestrian Advisory Committee shall be to advise and make recommendations to the City Council on policy, improvement, operation, and maintenance of the City's bicycle/pedestrian facilities. The Committee's role which defines and supports this basic charge includes, but is not specifically limited to, the following:

- Propose, review, prioritize, and recommend bicycle/pedestrian/disabled transportation projects for application to the Metropolitan Transportation

Commission for the annual Transportation Development Act, Article 3 funds. (The application for these funds is usually required by December 31 of each year.) Review and recommend projects for other State or Federal bicycle, pedestrian, or access grant programs.

- Participate in the development and review of comprehensive bicycle/pedestrian facility plans and regulations (e.g., bicycle/pedestrian section of the Circulation Chapter of the General Plan, other circulation plans of the City, Zoning Ordinance requirements for bicycle parking).
- Review the City's existing bikeway system and pedestrian facilities and make recommendations on operational improvements to the existing bicycle/pedestrian facilities.
- Make recommendations on capital improvements to bicycle/pedestrian facilities (e.g., bikeways, pedestrian/bicycle bridges, bike parking facilities, intersection and traffic signals and walkways, etc.).
- Review, as directed by the City Council, private development project applications requiring General Plan, Precise Plan, and/or zoning amendments (Gatekeeper projects), as prescribed in Chapter 36, Zoning, of the Mountain View City Code.
- Review public projects that impact bicycle and pedestrian facilities to ensure adequate consideration of the needs of bicyclists, pedestrians, and the disabled (site access, bicycle parking, etc.).
- Review the City's roadway system for bicycle and pedestrian suitability.
- Work with the Police Department to promote bicycle/pedestrian safety through education and enforcement.

## ARTICLE VI – OFFICERS

**Section 1. Officers.** The officers of the Bicycle/Pedestrian Advisory Committee shall be a Chairperson and a Vice Chairperson. The coordination of staff support shall be designated by the City Manager.

**Section 2. Election of Officers.** The officers shall be elected annually by the Bicycle/Pedestrian Advisory Committee members from their own membership at the first meeting each calendar year beginning January 1.

**Section 3. Duties.** The Chairperson shall preside at all meetings of the members. The City's designated representative to the Valley Transportation Authority's Bicycle and

Pedestrian Advisory Committee shall be appointed from a recommendation by the membership of the Bicycle/Pedestrian Advisory Committee to the City Council. The Vice Chairperson, in the absence of the Chairperson, shall perform duties of the Chairperson. A City of Mountain View staff person shall act as the Committee secretary and record and preserve the minutes of all meetings of the membership.

**ARTICLE VII – DURATION AND REVIEW OF THE  
BICYCLE/PEDESTRIAN ADVISORY COMMITTEE**

The Bicycle/Pedestrian Advisory Committee shall continue for as long as the City Council deems necessary or desirable. The Mountain View City Council shall have the authority to dissolve the Bicycle/Pedestrian Advisory Committee upon determination that it is in the best interest of the City that the Bicycle/Pedestrian Advisory Committee be dissolved. The Council may review the Committee’s activities and make changes in their role or functions as needed.

**MEMORANDUM**

Public Works Department

**DATE:** January 30, 2019

**TO:** Bicycle/Pedestrian Advisory Committee

**FROM:** Nate Baird, Transportation Planner  
Helen Kim, Transportation Planner  
Ria Hutabarat Lo, Transportation Manager

**SUBJECT:** **Safe Moves**

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**RECOMMENDATION**

Review and provide comments on the Final Report for the Safe Moves program and program evaluation data, and discuss ways to focus efforts in Mountain View's future Safe Routes to School (SRTS) program.

**BACKGROUND**

In 2010, the City of Mountain View was awarded a \$500,000 Vehicle Emissions Reductions Based at Schools (VERBS) grant for a multi-year program to encourage pedestrian and bicycle access to schools. The VERBS program is a Federally funded, competitive grant program administered through the Metropolitan Transportation Commission (MTC) and Santa Clara Valley Transportation Authority (VTA). The purpose of the program is to:

- Facilitate planning, development, and implementation of a project or activity to reduce traffic, fuel consumption, and air pollution in the vicinity of schools;
- Reduce traffic-related injuries and fatalities to schoolchildren;
- Enable and encourage children, including those with disabilities, to walk and bicycle to school; and
- Make bicycling and walking to school a safer and more appealing transportation alternative.

Using this grant, the City contracted with Safe Moves in 2011 through a competitive bid process to conduct VERBS Program activities from November 2011 through October 2014.

Following the initial three-year program, the City was awarded a second three-year \$500,000 VERBS grant in 2013 to continue and build upon the previous efforts. Based on a competitive bid process, the City again contracted with Safe Moves in 2015 for the period April 2015 to March 2018. The Final Report from this program is provided in Attachment 1.

## **RESULTS**

Staff has undertaken an analysis of school-based program activities, participation rates, and walk/bike access to schools across the six-year period covered by the two VERBS grants. This analysis is based on program reports as well as annual monitoring data that was collected by Safe Moves via Student Travel Tally Surveys. These surveys employed the National SRTS survey methodology.

### **Program Activities**

Program activities covered all of the “7Es” of engineering, education, enforcement, encouragement, engagement, equity, and evaluation, to some degree. The key focus areas were safety education, walk/bike access encouragement, and engagement of school communities.

From 2011 through 2014, Safe Moves satisfactorily conducted the following activities:

- Developed age-appropriate educational materials and programs for parents, teachers, and students from Kindergarten through Grade 12 at public and private schools in the City, as well as Los Altos High School;
- Conducted 800 programs and events for students and parents, including workshops, bicycle and pedestrian rodeos, cyclist skills classes, Walk and Bike to School Days, Carbon-Free Commute Challenges, and PTA/Site Council meetings that reached more than 45,300 student and parent participants (including participation in multiple events);
- Developed and distributed suggested SRTS maps to identify recommended walking and bicycling routes to each school. The maps are available online on the

City's website, at each school's website, and banner-sized maps are on display at school sites.

From 2015 through 2018, Safe Moves satisfactorily conducted the following activities:

- Updated age-appropriate educational materials and programs for parents, teachers, and students from Kindergarten through Grade 12 in public and private schools in the City, as well as Los Altos High School;
- Revised SRTS maps;
- Conducted 40 presentations at local high schools;
- Conducted 221 elementary and middle school workshops;
- Carried out 241 bicycle and pedestrian safety rodeos;
- Prepared and delivered one cycle skills course and teacher training materials;
- Coordinated encouragement events, including Walk & Bike to School days, Anything But a Car days, Carbon-Free Commute Challenges, and Walking School Buses & Bicycle Trains.

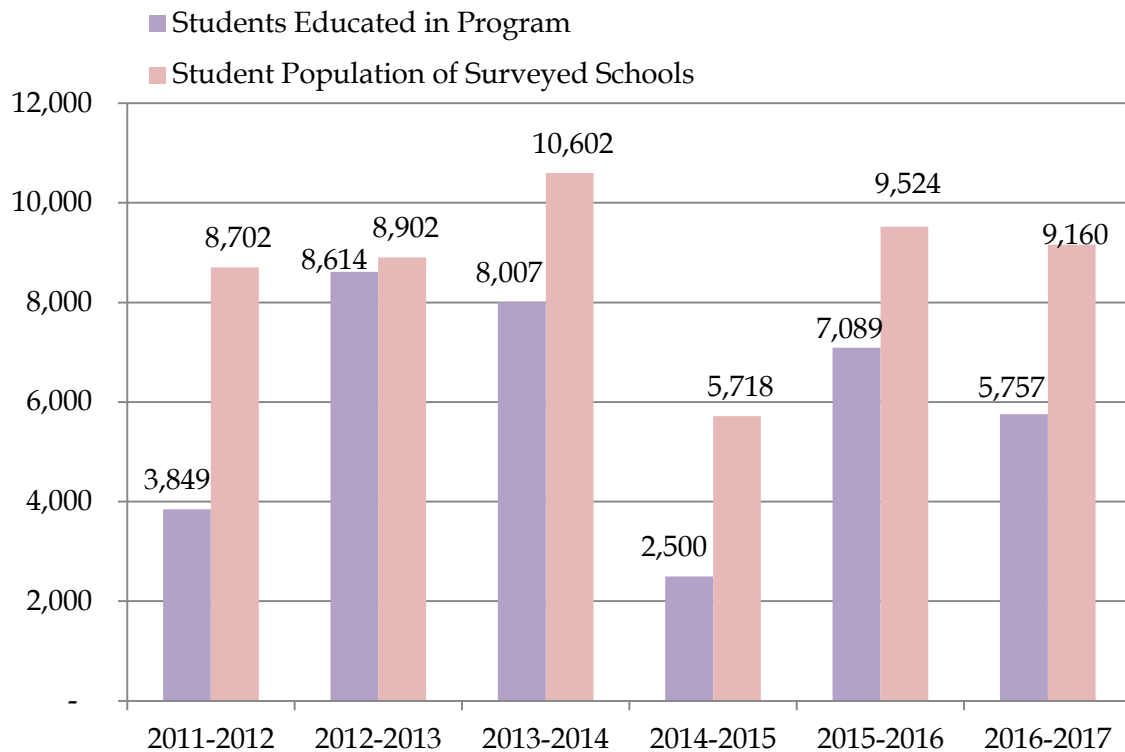
More information on the program activities for April 2015 through March 2018 is provided in the Safe Moves Final Report (Pages 4 through 6 of Attachment 1).

### Participation Rates

Over the six-year period of the programs, VERBS reached between 44 percent and 97 percent of students at participating schools (see Figure 1). In both periods, the initial year of the three-year program had lower participation rates due to a late start or initial activities that precluded the program from capitalizing on potential back-to-school opportunities.



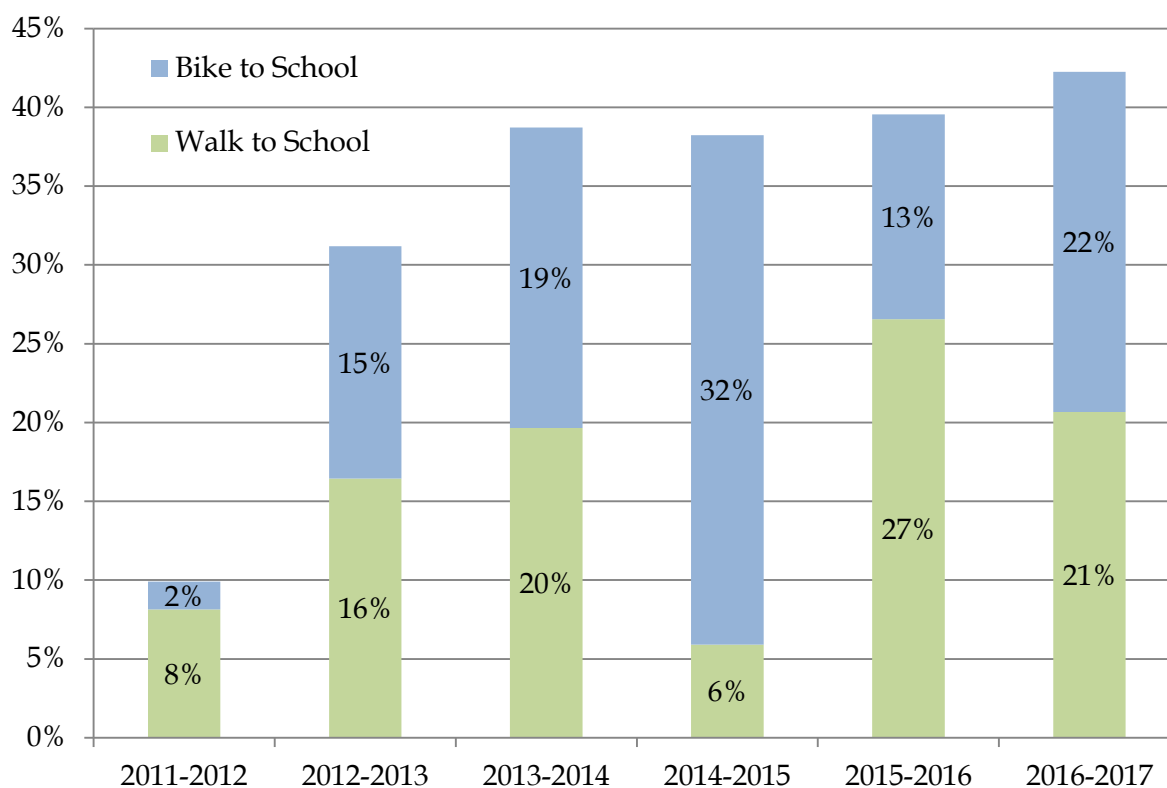
**Figure 1: Participation in Safe Moves, 2011-2017**



Walking and Bicycling Rates by Year

While program activities and participation varied from year to year, active school commute share built over the six-year period from an initial rate of 10 percent (8 percent walk and 2 percent bike) in 2011-12, to a rate of 23 percent (21 percent walk and 2 percent bike) in 2016-17. This is displayed in Figure 2, below.

**Figure 2: School Access Walk and Bike Share for All Participating Schools, by Year**



Please note that participation rates in 2014-15 may not be representative since counts were taken late in the year and during the summer. Additionally, changes in the composition of participating schools may have also affected the apparent mode share for the program. For example, some of the private schools, which tend to have lower rates of active commuting, dropped out of the program.

Notwithstanding the above qualifiers, the dramatic growth in active school commuting during the program periods suggests that the program was highly successful in achieving a core goal of reducing school-related emissions and encouraging children to walk and bike to school.

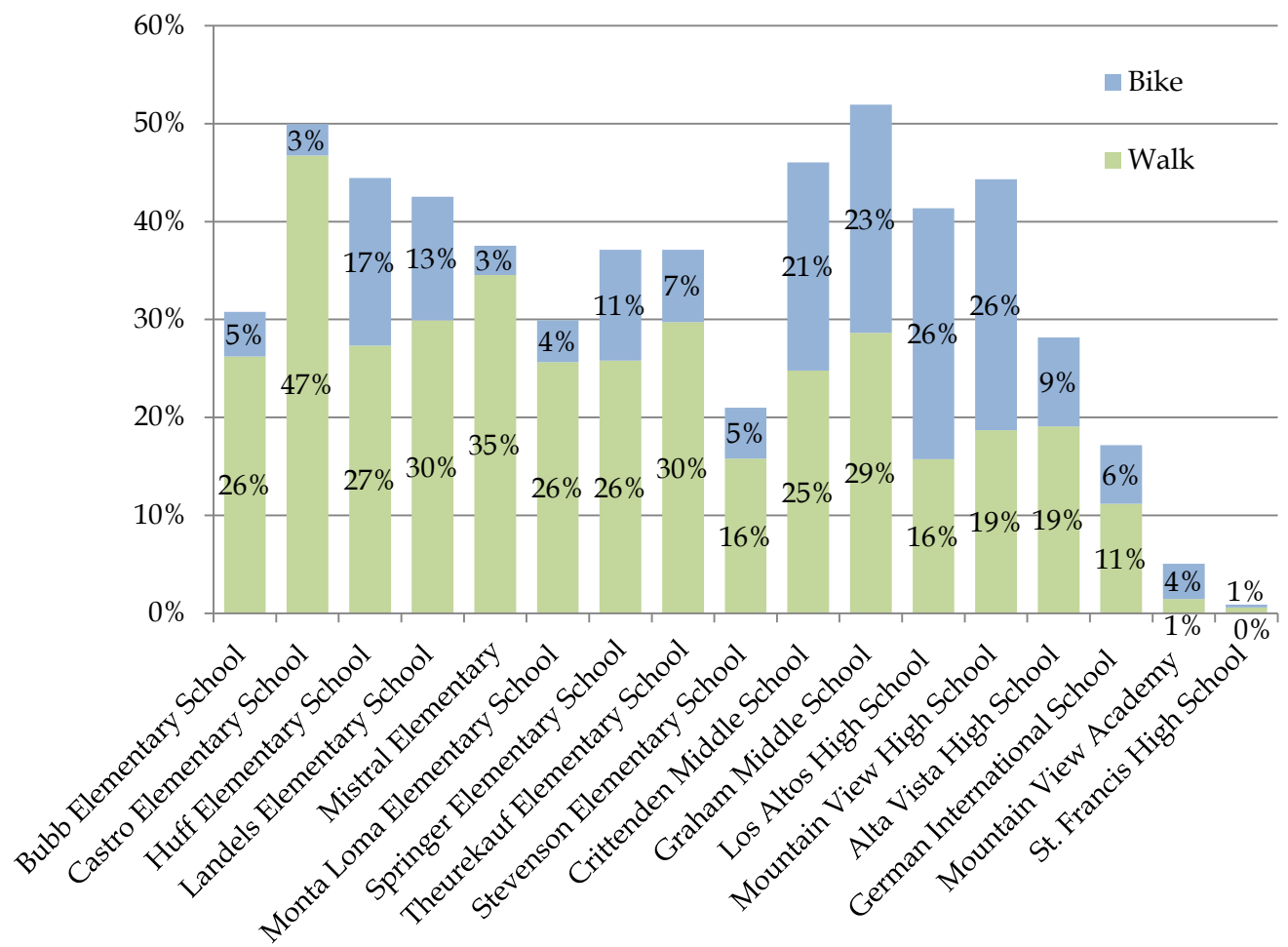
Survey data also indicates that the greatest mode share gains occurred between the first and second year, which may be explained in relation to “low-hanging fruit” of those who needed only a slight nudge to shift to active commuting. Within participating schools, a similar trend of rapid initial growth followed by slower ongoing growth of active commuting was also observed.

### Walking and Bicycling Rates by School

Using data for the most recent two years of counts from all schools that participated in the program, a number of patterns can be observed in relation to active school commuting within Mountain View.

As shown in Figure 3, rates of walking to school (green) were higher for elementary school students, while rates of bicycling to school (blue) were higher for middle and high school students. This may reflect the different catchment size of the different schools as well as the more advanced biking ability of middle and high school students. Private school students had lower rates of walking and bicycling than their public school counterparts, possibly due to their larger geographic catchment.

**Figure 3: Most Recent Two-Year Average School Access Walk and Bike Share, by School**



### Feedback from the Youth Advisory Committee (YAC)

After program completion, staff visited the YAC and requested their input on the program in order to inform future SRTS efforts. The YAC recalled the program and had the following feedback and input for future efforts:

- The most effective strategies were hands-on events such as bike rodeos and demonstrations;
- Students indicated that the larger events were less effective due to the tendency for students to tune out and not pay attention at large assemblies;
- Students emphasized the need for repetition of information and presentation of more complex material at higher grade levels because high school students do not remember the rules or information they were presented in middle school or elementary school.

### Ongoing Community Efforts

Based on anecdotal information, the program has helped to reinforce or spawn ongoing movements within individual schools. For example, Green Teams have emerged at a number of schools (including Los Altos High School, Mountain View High School, St. Francis, and the German International School of Silicon Valley), which continue to organize walking and bicycling encouragement events through the work of volunteers.

### NEXT STEPS

In order to sustain the beneficial outcomes of the VERBS program and encourage ongoing progress as new cohorts of students advance through the school system, an ongoing program is needed. While the VERBS program is now complete, the City anticipates that future efforts will be funded by the VTA's Measure B SRTS program. The Measure B SRTS grant amount is approximately one-third of the size of the previous VERBS grant funds and, therefore, the respective program will need to be more limited, targeted, and strategic. Targeted program efforts could include:

- Updating existing maps and educational materials rather than generating any new material;
- Collaborating with school districts and Los Altos, and leveraging volunteer efforts within the school communities (e.g., Green Teams, PTAs);

- Identifying synergistic actions within other programs and efforts such as the Vision Zero Action Plan;
- Targeting efforts to key grades (e.g., Kindergarten, 3rd Grade, 6th Grade, 9th Grade);
- Focusing on those strategies that seem to be most effective (e.g., bike rodeos, teacher training);
- Leveraging the new countywide active transportation education and engagement program to be funded by Measure B; and,
- Streamlining data collection and analysis processes.

### **DISCUSSION QUESTIONS**

Staff has the following questions for the Bicycle/Pedestrian Advisory Committee:

- Do Committee members have comments on the data and information presented in this report and the Attachment?
- Where do you recommend that we focus our efforts for a future SRTS program?

Attachment: 1. Safe Moves Final Report, 2016-17



# The City of Mountain View Vehicle Emissions Reductions Based at School (VERBS) Program



## Final Report

April 2015 – March 2018



Submitted by:

Safe Moves  
15500 Erwin Street, #2451  
Van Nuys, CA 91411  
408.374.8991



### Acknowledgements

This final report represents the work of **Safe Moves** as the contractor for the City of Mountain Vehicle Emissions Reductions Based at Schools (VERBS) Program for 2015-2018. This report documents the history, highlights, and scope of work in both data and photographs. **Safe Moves** would like to acknowledge the efforts of City of Mountain View City Staff, Bicycle and Pedestrian Advisory Committee, Mountain View / Whisman School District, Mountain View / Los Altos Union High School District, Mountain View Police Department and Mountain View Public Library.

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## INTRODUCTION

The City of Mountain View was awarded a federally funded, three year, non-infrastructure grant for the Vehicle Emissions Reductions Based at Schools (VERBS) Program. The grant, funded with Federal Highway Congestion Mitigation and Air Quality (CMAQ) funds, was awarded by the Santa Clara Valley Transportation Authority (VTA).

The VERBS Program is Santa Clara County's locally programmed portion of the Metropolitan Commission's (MTC) Climate Initiative Safe Routes to School Program.

The VERBS Program is a program focused on reducing greenhouse gases by promoting walking, bicycling, transit and carpooling to schools.

The purpose of the program is to:

- Facilitate the planning, development and implementation of activities that would

- reduce traffic, fuel consumption and air pollution in the vicinity of schools.
- Reduce traffic-related injuries and fatalities to school children
- Enable and encourage children, including those with disabilities, to walk and bicycle to school
- Make bicycling and walking to school a safer and more appealing transportation alternative to encourage a healthy and active lifestyle

**Safe Moves**, a non-profit organization was selected as the contractor through a competitive bid process and was awarded the grant to conduct the VERBS Program from April 2015 to March 2018.

## STATEMENT OF NEED

In 1970, seeing children and teens walk or bike to school was a common site. Research indicated that nearly 90% of students who lived approximately one (1) mile from school walked and/or bicycled. In recent years, the number of children riding and walking to school has declined dramatically. In fact data shows that only 15% of children and teens walk or bicycle to and from school. *(Source: NHTSA)*

There are plenty of great reasons for students to walk and bike to school – less traffic, safer streets, cleaner air and health. With obesity rates skyrocketing and only one-quarter of Americans getting the Surgeon General's recommended daily dose of exercise (just 30 minutes), it's an ideal time to encourage people to walk and bike to school for their own health and well-being.





The component necessary to make a walking and bicycle program successful is safety. Parents of school children most commonly report: distance to school, traffic danger, adverse weather conditions, fear of crimes against children, and crime in the neighborhood as barriers to promoting or allowing their children to walk and/or ride bicycles to and from school. Their concerns are legitimate. Children's vulnerability in traffic is attributed to their developmental and behavior limitations in complex traffic situations.

Even though safety is important, the use of alternative modes of transportation should involve a lot more than just safety. An important element of a walking, bicycling, carpooling and transit use educational program is that it should promote "walking, bicycling, carpooling and transit use." Focusing solely on the dangers of the road tends to discourage parents allowing their children to use these alternative modes of transportation.

The best bicycling and walking programs highlight the benefits such as exercise, pleasure, healthy transportation—while arming children and teens with the knowledge and tools they need to be safe bicyclists and pedestrians.



## DESCRIPTION OF APPROACH

**Safe Moves** used a multifaceted program to accomplish the goals and objectives of the City of Mountain View VERBS Program. The educational component of the program utilized proven strategies based on experiential educational principles and social marketing campaigns.

**Safe Moves** established a partnership with the Mountain View Whisman School District, Mountain View Los Altos Union High School District and private schools in order to best implement the program. This was accomplished by having thorough knowledge of the school environments and their traffic concerns as well as an appreciation of the diversity among students within the school communities.



## PROGRAM OVERVIEW

The VERBS Program is following the national trends in health, safety, the environment, and land use.

The effects of increased automobile traffic go beyond safety concerns – there are also environmental health considerations. The EPA reports that transportation is the fastest growing source of greenhouse gas emissions in the United States. Children are particularly vulnerable to air pollution because they inhale more air pound of body weight. Exposure to fine particulates from fuel combustion is associated with increased frequency of childhood illness, including asthma.

Stand outside almost any elementary school at arrival and dismissal times and you are likely to witness parents and caregivers converging in their vehicles. Many will be parked with their engines running, increasing the amount of fine particulates within the school zone.

Reducing the frequency of motor vehicle trips to school and increasing the number of students walking, bicycling or using other active modes of transportation not only improves children's physical health, but is a relatively simple way individuals can

improve the air quality surrounding schools and reduce greenhouse gas emissions.

Parents who drive their children to school are reacting, in part, to decades of auto-oriented land use planning that has neglected pedestrians and bicyclists as users of the transportation system. Fewer children walk and bicycle to school today than ever before. At the same time, childhood health has declined, car crashes involving children have increased, air quality had deteriorated, and schools have been built farther away from where children live. Many school officials, health advocates, and transportation professionals feel that increasing walking and bicycling to school can positively contribute to the well-being of children and reverse recent trends.

Walking and bicycling to school is important not only in helping to address and perhaps reverse trends, but walking and bicycle to school gives children time for physical activity and a sense of responsibility and independence; allows them to enjoy being outside; provides them with time to socialize with their parents and friends and to get to know their neighborhood. Parents have often noted that they look forward to their time walking or bicycling with their children because it gives them a chance to bond with their children without distractions.



**Safe Moves** programs were sustained efforts to improve health and well-being children by enabling and encouraging them to walk and bicycle to school. **Safe Moves** efforts began by understanding

why kids are not walking and bicycling to school. **Safe Moves** audited conditions around the school and conducted surveys of parents, teachers and students to determine existing attitudes and facilities around schools. **Safe Moves** then identified opportunities to make bicycling and walking to school a safer and more appealing transportation choice, thus encouraging a health and active lifestyle from an early age.



**Safe Moves** used multi-disciplinary programs and facility improvements aimed at promoting walking and bicycling to school. These programs largely centers on the "Five Es" They include Education, Encouragement, Engineering, Enforcement and Evaluation. **Safe Moves** included strategies from each of the Five Es as described below:

### **E1: Engineering**

**Safe Moves** generated awareness among parents and students of the design and traffic control devices of streets and sidewalks with the understanding that engineering alone cannot produce safer routes to school.

**Safe Moves** promoted the evaluation of sidewalks, crosswalk facilities and bike lanes in order for parents to participate in the preparation of the Suggested Routes to School Maps.



## E2: Enforcement

**Safe Moves** worked with MVPD to address the issues of speeding, illegal turning and lack of adhering to traffic signs and signals with the goal of getting the driving community as well as students and parents to work together to promote safer walking, bicycling and driving.

**Safe Moves** worked with MVPD to increase patrolling around schools during arrival and dismissal times to deter hazardous behaviors.

## E3: Education

**Safe Moves** identified and promoted the use of suggested routes to school, teaching students to safely crossing the street and obey traffic signs and signals and handling dangerous situations and the importance of being visible to drivers. The education initiatives also stressed the importance of each parents being aware of the presence of walkers and bicyclists and the need to slow down, especially in school zones. **Safe Moves** worked with City Staff to identify regulatory changes needed to improve walking and bicycling conditions around schools.

## E4: Encouragement

**Safe Moves** recognized the need to promote walking and bicycling as a viable mode of transportation. **Safe Moves** conducted activities that encourage the entire school community to walk or bike were developed and promoted

activities that focused on turning walking and bicycling into routine transportation options.

## E5: Evaluation

**Safe Moves** monitored outcomes and documented trends through data collection before and after programming to identify successful methods and practices to ensure measure overall effectiveness.

**Safe Moves** determined the program impact and identified additional concerns and obstacles within the community to ensure relevancy to prioritize facility and programming improvements.



# SCOPE OF WORK

## Project Management and Coordination

**Description:** **Safe Moves** developed a work plan than included an outline for implementation and monitoring of the Project. Microsoft Project software was used to create the schedule which outlined all deliverables, tasks and duration.

## Monthly Reports

**Description:** Status reports were submitted that included a description of tasks completed, a schedule of up-coming events and the status on on-going tasks.

## Monthly Detailed Schedule

**Description:** Schedules were developed that detailed the programs to be conducted. The schedule included date, time, location and a description of the programs.

## Kick-off meeting

**Description:** A kick-off meeting with District staff and principals was conducted that included an overview of the program. The kick-off meeting developed into monthly meetings with school staff.

## Coordination of involvement/input by Stakeholders

**Description:** Periodic meetings were held and/or attended with Mountain View Whitman School District and Mountain View Los Altos Union High School District staff to discuss programs and traffic/transportation issues.



## Services

### 1. Project Identification: High School Programs

**Deliverables:** Two hundred (200) presentations at high schools.

**Description:** The goal of the programs was to encourage students to use bicycling and walking as their active transportation choices as well as to walk and ride safely. Emphasis was placed on safe behaviors, state and local laws, as well as explanations of the City's infrastructure serving bicyclists and pedestrians.

**Safe Moves** met with school administrators and PE teachers to encourage active transportation choices among their students. Due to the limited availability of class time, the schools opted to have fewer events that addressed a larger audience each. In conjunction with parent volunteers, **Safe Moves** promoted bicycling to school. Incentive programs were implemented to encourage teens to walk and bicycle to school. Snacks, bike lights, helmets were distributed at events. In addition **Safe Moves** conducted 'lunch time programs' to repair bicycles and provide safety information.

The total number of students who participated in the programming is therefore much higher than proposed. See Program Chart on page 14 for further details.

### 2. Project Identification: Suggested "Safe Routes to School" Maps

**Deliverables:** Revised Routes Maps

**Description:** **Safe Moves** reviewed and updated the "Suggested Routes to School Maps" in order to reflect the infrastructure improvements, traffic patterns and land use developments around school sites.

**Safe Moves** met with school administrators, parents, students, and city staff to discuss their concerns about the commute to school. This input from the people who participate in the commute on a daily basis was factored into the final route choices.

### 3. Project Identification: Elementary / Middle School Workshops

**Deliverables:** Five hundred (500) elementary & middle school workshops

**Description:** Students in grades K- 3 participate in a workshop program called “Play2BSafe, Healthy and Wise”. These workshops involve students participating in a play about the adventure of walking and bicycling to school. Elements of traffic safety, eliminating vehicle trips to and from school and improving air quality were all part of the workshop.

This program component combined creativity, improvisation, student participation and humor to help students learn about bicycling and walking as a fun, safe and effective way to get to school.

The lesson plans for K-3 included:

- Safe places to ride and walk
- Unsafe places to ride and walk
- Explanation of traffic signs and signals
- Rights and responsibilities of bicyclists and pedestrians
- Helmet use (proper fit and adjustment)
- Recognition and avoidance of common bicycle and pedestrian collisions
- Explanation of the role of the crossing guard
- Understanding of driver, pedestrian and bicyclist behaviors
- School transportation/traffic policies (pick up and drop off procedures)
- Importance of bicycling and walking for physical fitness
- Effects of walking and bicycling for a cleaner environment
- Identification of hot spots (crime, bullies, hazards corners & crosswalk, truck traffic)

Workshops for Grades 4-9 were conducted in a game show format called *Traffic Jeopardy* with the instructor as the game show host. This program component engages the students in active learning by challenging their critical thinking skills. *Traffic Jeopardy* covers safety and environmental consequences of traffic congestion and pollution.

*Traffic Jeopardy* included:

- Bicycle and pedestrian safety
- California Vehicle Code laws and regulations
- Skills necessary to make smart choices in traffic

- Use of bike racks, bike lanes, bike paths, bike trails
- Explanation of traffic environment (infrastructure)
- Recognition and avoidance of common traffic collisions
- Understanding of driver, pedestrian and bicyclist behaviors
- Identification & avoidance of hot spots (crime, bullies, congested intersections, construction area.
- School transportation/traffic policies
- Explanation of school routes
- Promote the Bike Trains and Walking School Buses
- Effects of walking and bicycling on a cleaner environment
- Importance of bicycling and walking for physical fitness



In addition, **Safe Moves** provided workshops for student councils, student leadership clubs, student bike clubs, student environment club, after-school staff, designated school representatives and approved school volunteers.

Due to increased enrollment and school construction, the demands on the spaces available for workshops at the schools has been limited in the last few years. Instead of scheduling more workshops, schools opted schedule fewer events in their one large space (auditorium or multipurpose room). This resulted in fewer overall workshops but more participants than proposed. Refer to the Program Chart on page 14 for further details.

**4. Project Identification:** Practical Hands-On School and Community Bicycle & Pedestrian Safety Rodeos

**Deliverables:** Sixty (60) bicycle & pedestrian safety rodeos.

**Description:** Bicycle and Pedestrian Safety Rodeos were conducted allowing students to experience traffic situations in a traffic simulation course called **"Safe Moves City"**. Practicing their safety habits in a realistic setting improves the students' ability to recognize and avoid traffic hazards in actual traffic situations. The lesson plans and traffic situations were more challenging for the upper grades so as to accommodate their "real life traffic challenges".

"Safe Moves City" includes the following:

- Sidewalks
- Intersections
- Crosswalks
- Traffic signs and signals
- Car
- Truck
- Bus
- 1 House and garage
- 2 stores
- Alleyways
- Railroad tracks with train
- School

In addition, bike stations were set up using cones and chalk that provided basic braking, steering and balancing exercises.

Bicycles and helmets were provided for those students who did not bring them to school. Students were taught how to properly fit and adjust their



bicycle helmets as well as conduct a bike check for tires, brakes, seat and handlebars. For any student with a bicycle and/or helmet that was in need of repair or replacement, they received an information card that they were to take home to their parents.

All lesson plans were designed to be age-appropriate and administered by trained safety instructors. Rodeo Lesson Plans were as follows:

- Safe places to ride and walk
- Unsafe places to ride and walk
- Explanation of traffic signs and signals
- Rights and responsibilities of bicyclists and pedestrians
- Helmet use (proper fit and adjustment)
- Recognition and avoidance of common bicycle and pedestrian collisions
- School transportation/traffic policies (pick up and drop off procedures)
- Explanation of the "Suggested Safe Routes to School" maps provided by the school district
- Importance of bicycling and walking for physical fitness
- Effects of walking and bicycling for a cleaner environment
- Identification of hot spots (crime, bullies, hazards, corners & crosswalks, truck traffic)
- Use of bike racks, bike lanes, bike paths, bike trails
- Skills (stopping, balancing, braking, left shoulder check, scanning)
- Explanation and demonstration of role of crossing guards
- California Vehicle Code laws and regulation
- Explanation/simulation of traffic environment (infrastructure)
- Understanding of driver, pedestrian and bicyclist behaviors
- School transportation policies
- Explanation of "Suggested Route Maps"
- Importance of bicycling and walking for physical fitness
- Effects of walking and bicycling on the environment
- Identification of hot spots (crime, bullies, truck traffic etc.)

When possible, **Safe Moves** conducted site surveillance of the transportation choices of students and their behaviors so that this information could be incorporated into the lessons plans.

Feedback from the school administrators and students has been that these smaller, hands on training sessions are more effective and valuable than the more passive workshops. **Safe Moves** therefore placed more of an emphasis on rodeos at the expense of workshops.

## 5. Project Identification: Cycle Skills Course for High Schools

**Deliverables:** Twenty (20) cycle skills courses

**Safe Moves** met with school administrators and PE teachers to discuss implementing a bicycling skills course during the school day. School administrators expressed they wanted efforts focused on promoting the monthly bike rides and requested that **Safe Moves** speak with the students during this time and provide educational programs during the lunch time hour.



## 6. Project Identification: School Wide and Community Wide Information Source

**Deliverables:** Website

**Safe Moves** provided program information and data for the City's website. In addition **Safe Moves** worked with the Mountain View/Whisman School District to provide information that teachers, parents and students could access to learn more

about bicycle and pedestrian safety. **Safe Moves** provided each school with program photos, news of infrastructure improvements and the District-wide bike policy.

## MVWSD Principal Meetings

**Safe Moves** participated in Principal meetings at the invitation of the Mountain View / Whisman School District Superintendent to provide program updates, discuss traffic issues and serve as a resource for bicycle and pedestrian laws and ordinances.

## School Meetings

**Safe Moves** schedule routine meetings with school principals and PTA representatives to discuss program updates, traffic issues, drop-off & pick-up procedures and general safety education. The secondary goal of the meetings was to encourage school staff and parents to stay engaged in encouraging bicycling and walking among their students. **Safe Moves** discussed the benefits of establishing a school-based Safe Routes to School Committee to sustain the improvements made by the VERBS Program.

## Community Events

**Safe Moves** conducted community outreach at city events to provide education and awareness of the program to the general public. This included information booths, trivia games, and helmet giveaways. **Safe Moves** also supported the community organized Family Bike Rides with ride leaders.

## Bike It!

**Safe Moves** organized an annual orientation ride to the middle schools for all 5<sup>th</sup> graders. Rides started at elementary schools or local parks and go to the middle school, where the students were welcomed by school and city staff and heard safety talks from MVPD. In conjunction, all 5<sup>th</sup> grade classrooms had a helmet safety reminders the week before the ride.



## 7. Project Identification: Elementary Teacher Training

**Deliverables:** Teacher training handbook and curricula

**Description:** **Safe Moves** provided training materials that met California State Board of Education (SBE) adopted health, physical education and science standards, State of California School District Curriculum Standards and Environment Initiative (EEI).

The goals of the curriculum were:

- Teacher Friendly
- Student Friendly
- Age/Grade Appropriate
- Successful integration mechanism for all subjects
- Interactive

In order to provide teachers with the awareness of how to implement the program **Safe Moves** involved them in the workshops and rodeos. Teachers played an active role in providing the students with bicycle and pedestrian safety information.

## 8. Project Identification: Encourage Events

**Deliverables:** Walk & bike to school days

**Description:** **Safe Moves** coordinated schedules and planned events with the elementary schools. **Safe Moves** provided flyers, raffle tickets, prizes (including bicycles and helmets), and a welcome to school exhibit featuring various activities like traffic sign costume characters. **Safe Moves** also collected data to document the number of students who walked and bicycled to school. Events were held throughout the year to celebrate various dates, such as:

- Walk to School Day (October)
- I Love to Walk, Ride & Roll Day (February)
- Turkey Trot Day (November) Day
- Reindeer Romp (December) Day
- Earth Day Walk, Ride and Roll (April) Day

### Anything But a Car (ABC) Days

**Safe Moves** coordinated schedules and planned events with the Crittenden Middle School and Graham Middle School. **Safe Moves** provided flyers, raffle tickets, prizes (including bicycles and helmets), and a welcome to school exhibit featuring various activities like traffic sign costume characters. **Safe Moves** also collected data to document the number of students who walked and bicycled to school.

The Leadership class at Crittenden Middle School has taken on regular ABC Days as a project this year (held the first Wednesday of every month). In addition to the typical bike raffle or blender bike, the students have come up with unique and creative incentives like an Earth Day themed bingo game.



### Carbon Free Commute Challenge

**Safe Moves** worked with parents and students at Mountain View High School to promote and conduct monthly students to bicycle to school. Students who rode to school received hot chocolate and other prizes such as bike lights and locks. **Safe Moves** coordinated lunch time activities that included the blender bike to make smoothies



for students and to giveaway bicycles, helmets and other bike related merchandise.

### 9. Project Identification: Workshops and Programs for Parents

**Deliverables:** Parent Education Workshops and Radio Frequency Identification Reader System.

Safe Moves conducted workshops for parents as well as facilitated their involvement in school events. The goal was to not only educate them on bicycle and pedestrian safety, but to implement on-going encouragement programs that promote walking and bicycling to school.

Superintendent Goldman declined to implement the Radio Frequency Identification Reader System at school sites.

### PTA / School Site Council Meetings

**Safe Moves** participated in PTA/School Site Council meetings to provide program updates, discuss traffic issues and serve as a resource for bicycle and pedestrian laws and ordinances.

### Walking School Buses and Bicycle Trains

**Safe Moves** conducted meetings with parents and school staff to structure the format for the Walking School Buses and Bicycle Trains. The goal was to build interest and generate confidence among the parents and school staff that the students were well educated in bicycle and pedestrian safety and to establish that the routes to school were safe for students.



### 10. Project Identification: GHG Emissions Data Collection

**Deliverables:** Compile data and calculate GHG emissions for each school

The standard GHG emissions calculations assume average emissions from a typical car over an average trip length. Unfortunately, severe traffic congestion such as most schools are seeing lately results in idling cars. The schools do not have a good estimate of how long cars wait, therefore any estimate is of limited usefulness.

Instead, **Safe Moves** has worked with schools to not only shift students and parents to more active modes of transportation, but also to change drop off and pick up procedures to result in less congestion. Parents were strongly encouraged to drop off at alternate spots and walk the rest of the way (such as the shopping plazas by Huff and Monta Loma, or the bank parking lot by Graham). Simply having before school supervision so parents can drop off earlier and avoid the mad rush at the bell has also been an effective strategy.

### Additional Deliverables

**Deliverables: County-Wide SRTS Projects**

**Safe Moves** interfaced with county-wide SRTS working group and Traffic Safe Community Network (TSCN) to include the Mountain View student transportation survey results in the county-wide Student Travel Tally Report to be released in spring/summer 2018).

**Deliverables: Traffic Audits & Recommendations**

**Safe Moves** facilitated school-specific traffic improvement programs. Every school in the Mountain View / Whisman school district has undergone or is undergoing a major construction project. This, in addition to the increased population and traffic in town, has considerably impacted traffic around the schools. **Safe Moves** networked with schools and conducted traffic audits to identify the worst offenders. Traffic

committees of school officials, concerned parents, MVPD, and traffic engineers were created to address the problems at each site. Solutions included infrastructure improvements, enforcement campaigns, and parent/student education programs.

**Criffenden:** Mountain View installed stop sign at the Telford/Rock intersection to replace the yield sign.



**Graham:** Mountain View is installing protected bike lane on Castro Street and upgrading the surrounding intersections. **Safe Moves** created an education campaign on how to use the new street layout.

**Huff:** There has been an Intensive campaign to improve the safety at the back entrance (Carol Sleeper intersection). Mountain View installed new signage and repainted the red curbs and crosswalks. **Safe Moves** created safety reminders to be sent to parents by the school principal and hosted a regular schedule of safety-focused walk to school events.

**Landels:** **Safe Moves** and school staff created a targeted driver safety campaign for drop off and pick up. Mountain View installed a new bike lane on Calderon.

**Mountain View High School:** MVHS has long had a robust Carbon Free Commute Challenge program which holds monthly events to encourage students to walk and bike to school. The parent organizer is graduating out of the school and there is no replacement yet. **Safe Moves** is talking to likely 8<sup>th</sup> grade parent volunteers.

**Springer:** **Safe Moves** assisted in an improved drop-off and pick-up procedures and created safety reminder flyer for parents about drop off procedures. **Safe Moves** also facilitated a conversation with the city engineers about pedestrian and bike traffic along Cuesta Dr.

**Theuerkauf:** **Safe Moves** assisted in an improved drop-off and pick-up procedure and created safety reminder flyers for parents about drop off procedures.

### Deliverables: School Bike Racks

**Safe Moves** worked with the Mountain View / Whisman School District to secure funding for new bike racks at all elementary and middle schools.



### Deliverables: MVWSD Bike Policy

**Safe Moves** produced a comprehensive bike policy for the Mountain View / Whisman School District that is consistent with traffic laws and National Safe Routes standards. With the approval of the Superintendent, **Safe Moves** presented the policy to Board of Directors. The Board voted to establish the policy. **Safe Moves** implemented an educational awareness campaign to educate parents and students on the new requirements, such as wearing a helmet and having a legal bike with brakes and reflectors. To address the financial challenge some families faced in purchasing helmets, **Safe Moves** secured helmets for distribution to students as well offered schools a low cost helmet program.

## PROGRAMS CONDUCTED

VERBS Program Totals April 2015 - March 2018							
Task	Deliverable	Projected # Programs	Total # Programs	Difference	Projected # Participants	Total # Participants	Difference
1	High School Programs	200	45	-155	6900	21153	14253
3	Elementary / Middle School Workshops	500	221	-279	6273	38493	32220
4	Bicycle & Pedestrian Rodeos	60	241	181	6273	10447	4174
5	High School Cycle Skill Courses	20	1	-19	NA	25	25
7	Elementary Teacher Training	1	1	0	NA	50	50
8	Encouragement Events	NA	123	123	NA	14401	14401
9	Parent Workshops	NA	13	13	NA	811	811
	School Meetings	NA	211	211	NA	NA	NA
	<b>Total Programs and Events</b>	<b>781</b>	<b>856</b>		<b>19446</b>	<b>85380</b>	

## RESULTS

Student transportation choices are affected by a variety of factors. Some are consistent, such as commute route, parents' work schedule, and city traffic. Others are more variable, such as weather, afterschool activities, and special events. The best way to get a comprehensive picture of how students are getting to school from day to day is to have students record the data in the classroom. While the school districts and teachers are generally supportive of these programs, they do not have the time or resources to conduct surveys every day. Instead, one district-wide snap shot is taken yearly, and is augmented by other, less intrusive, methods. The various data sets cannot therefore be combined, however taken together, they do provide a better overview of how students are getting to schools.



Following the National Safe Routes to School guidelines, commutes are categorized as: Car, carpool, bus, bike, walk, and other. "Other" is a catch all for scooters, skateboards, rollerblades and the like. It can be very interesting to look at the various commute methods individually. Overall trends, however, are best described with fewer categories. As the goal of the program is to get students into active transportation modes and reduce the number of cars on the road, the common discussion data point is the sum of all choices except a car (walk + bike + other + bus + carpool). Note car riders are denoted in green on all the following charts, so this can be visualized as everything except the green.

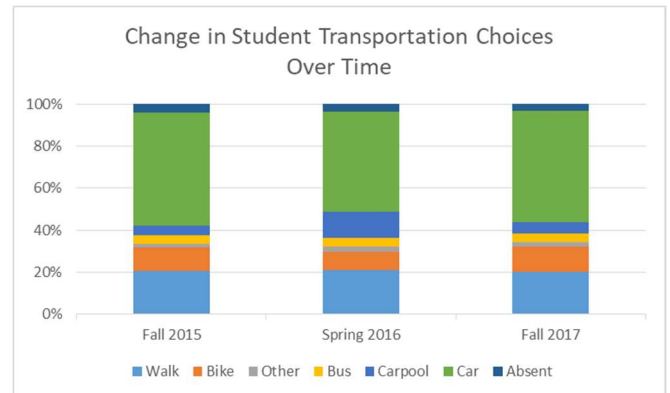
### Student Travel Tally Survey

The Student Travel Tally Survey is conducted annually. On pre-arranged days, teachers district-wide are requested to survey their students on how they got to school that morning. The intent is to conduct the survey for the entire city in the same week to avoid issues of weather and holidays, however practical considerations in the classroom often make for differences in survey dates.

The survey is based on the National Safe Routes to School survey. This standardization allows for comparison from year to year, and between various schools and cities. The County of Santa Clara is compiling its first county-wide picture based on the fall 2017 data (the report is due out in April 2018).

Three surveys were conducted over the course of this VERBS program: Fall 2015, spring 2016, and fall 2018. The two fall surveys show the change in commute habits over the 3 years. In 2015, 42% of students got to school in some way other than a car. In 2017, that number rose to 44%. Although the gains are smaller than in the previous VERBS cycle, it also represents a program that is holding steady against outside pressures. Every school in the Mountain View / Whisman School District except Theuerkauf is currently undergoing a large construction project that is significantly disrupting traffic patterns and creating parent concerns

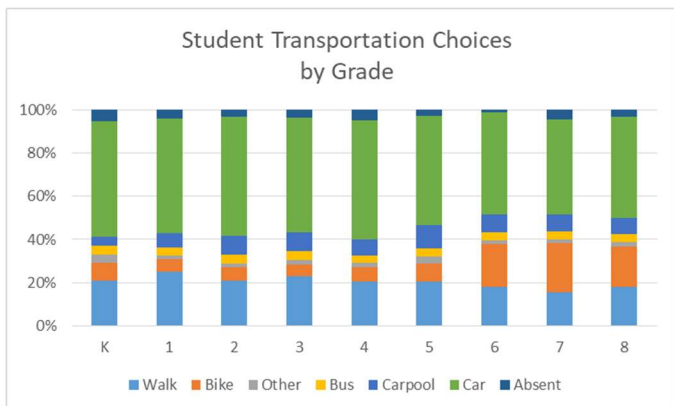
about commuting safety. At the same time, Mountain View's population is changing and increasing. There's more traffic on the roads, and more new families who might not be as comfortable with the neighborhood. As outlandish as it sounds, there is also concern from parents about the widely-published accounts of cities punishing "free range parenting" with investigations by Child Protective Services.



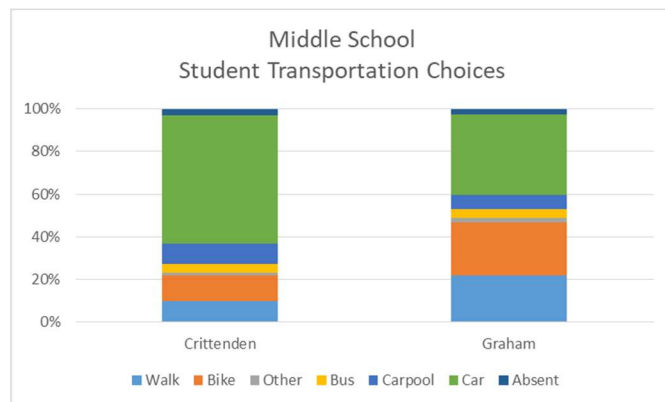
The survey data also shows other interesting, if somewhat intuitive, trends. As students get older, more independent, and move into middle school, the percentage of bikes increases. Parents are more willing to let their students commute to school on their own or with friends.

An interesting data point is Kindergarteners. Perhaps because parents are required to be with their children on the playground before and after the school day, more students ride their bikes than the older grades where parents might allow the student to walk to school with friends but not bike.

Carpooling is another interesting phenomena – due to the recent changes in child safety seat laws, Kindergarteners generally still need to be in the large, relatively expensive car seats. This limits carpooling since parents are unlikely to own an extra. By 2<sup>nd</sup> or 3<sup>rd</sup> grade, however, the students are mostly in the smaller and cheaper booster seats that many families have several of.



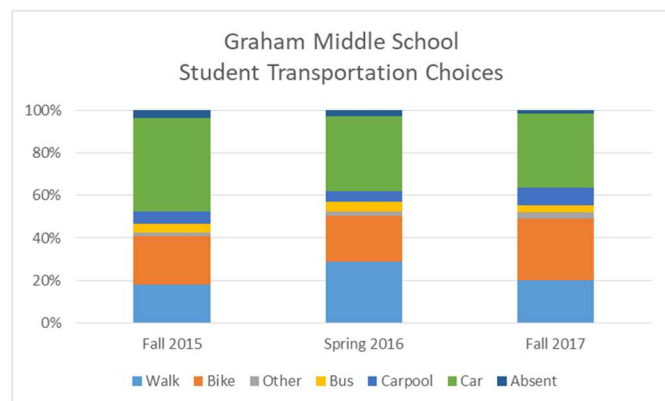
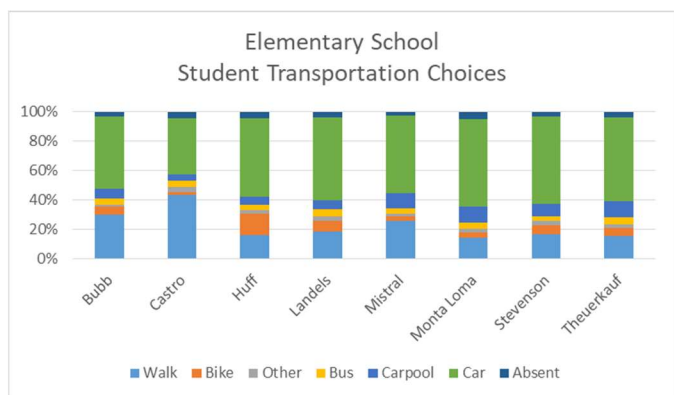
improvements will hopefully help change this dynamic.



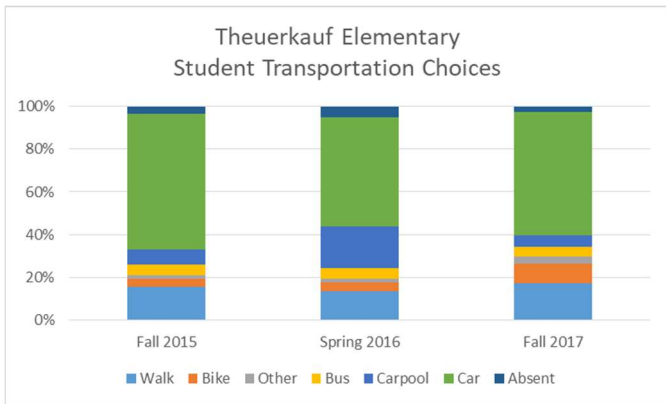
Also of interest are the differences between various schools. Looking at the elementary schools, Castro has the highest percentage of students commuting by something other than a family car at 57%. This is mainly driven by the large numbers of students who walk. The school with the highest percentage of cars is Monta Loma, perhaps because of all the military families that come from Moffett (there is a bus, however the school staff have commented that many of those students are driven). The choice schools that draw students from all over town (particularly Stevenson) have lower walking and biking rates than the neighborhood schools. Huff has the largest percentage of bikes.

Looking at changes over time at individual schools is also instructive. The biggest change comes from repeated, consistent messaging, both to the students and the parents. VERBS programs can set the stage, however it is the principal and teachers who see the students every day to repeat the message.

The principals at Graham and Theuerkauf both placed a priority on commuting and traffic safety over the course of the program. They have made time for multiple different VERBS programs over the last 3 years, repeating them often. And they reinforce that message with the student population in between events as well. As a result, they are seeing drops in the number of car trips.



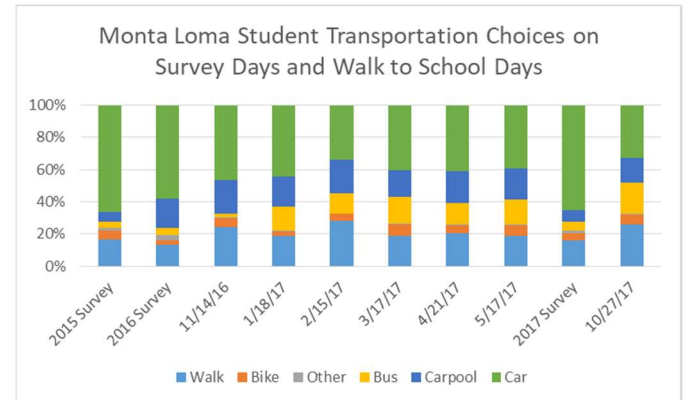
The middle school commute data likely reflects the geography of the city. Many of the Graham students come from the Huff and Bubba neighborhoods, which are a relatively easy commute with no major road barriers. In contrast, almost all Crittenden students must cross at least one major road (Middlefield), if not several. The upcoming Shoreline / Middlefield intersection



specifically requested to carry out the survey on a day without a VERBS event). When the events are advertised and encouraged by the school, they can be quite effective at getting students to try an active transportation mode for the day, as can be seen in this data from Monta Loma. The challenge is to convert that into a change into the daily routine instead of only for special events.

### Raffle Ticket Counts from Walk, Ride & Roll Events

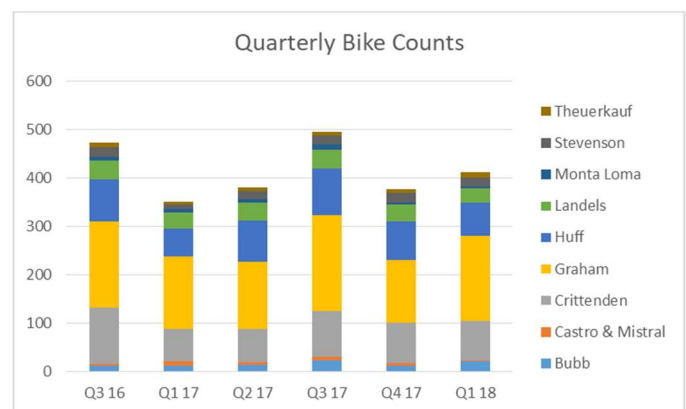
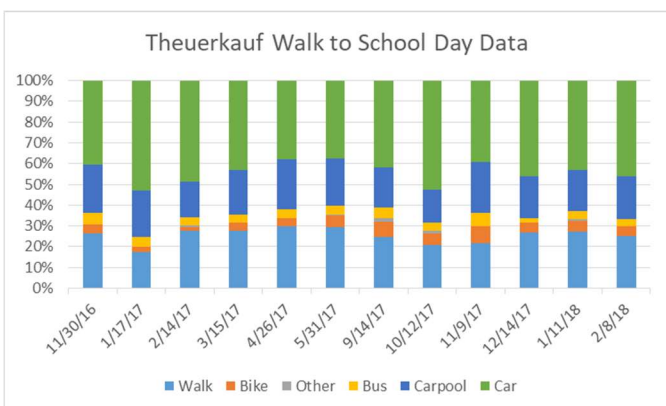
The Walk, Ride & Roll events all have an incentive for the students to get out of their cars, whether that's a Hershey Kiss or a chance to win a new bicycle and helmet. Very often these incentives can be counted in some way to give a picture of the commute that day, even if the data can't be easily compared to the survey data. The most consistent method are the classroom-wide raffle tickets used at some elementary school events to give away the raffle bike and helmet.



Since Theuerkauf has consistently held a monthly walk to school event for the past two years, it's the best data set to see trends throughout the school year. The expected drop during the rainy season is visible, more noticeable in the winter of 2017 than the winter of 2018 given rainfall amounts. Note that Mountain View's air quality was extremely bad on 10/12/2017 due to the Santa Rosa fires.

### Quarterly bike counts

Every quarter, the number of bicycles in the bicycle racks are counted at each school. This only provides data on the number of bicyclists, so it cannot be easily compared to the other data. It does, however, help show commuting trends over time.



The raffle ticket data also allows for a comparison between an event day and a regular day as represented by the travel tally data (schools were



## SUMMARY

The Mountain View VERBS program has continued to encourage students to use active transportation methods to get to and from school. It's been a solid force behind teaching students the basics of traffic safety, and then reinforcing that learning on a regular basis. It's also worked with schools and the city to raise awareness of trouble spots around town and develop improvements.

The most compelling aspect of the VERBS program has been the wide variety of stakeholders – including parents, community members, business community members, educators, and city services that are actively supportive of improving the infrastructure as well as the level of skill among school-aged commuters.

There is no substitute for feedback from the people who see the school commute day in and day out – both the good and the bad. School staff, parents, and even students themselves know best what is working and what could use improvement. To this end, one of the pivotal factors in the success of the VERBS Program is the relationship created between the school principals and the **Safe Moves** staff and the open door policy of providing programs to meet the needs of the school and becoming a part of the school community, whether it be attending parent or teacher meetings, providing educational programs, participating in school special events or just being available for informal meetings with the principals and parents to discuss traffic issues. The

results are an increase in the number of children walking and bicycling to school.

Based on the work over the last six years, **Safe Moves** recommends a few priorities for any follow on SRTS program:

- Encourage walking and biking early and often!
- The transportation mode of students in elementary school is determined primarily by the parents, not the students. Focus needs to be put on building the confidence of parents that their children have the skills to walk and/or bicycle to school and that the infrastructure is conducive to a safe commute.
- Target the incoming classes for education efforts (Kindergarteners, 6<sup>th</sup> graders, and 9<sup>th</sup> graders) to set habits early. Discuss setting up a formal traffic safety curriculum with the school district. There is currently no one place where students are consistently taught the basics of traffic safety before Driver's Ed, and that is arguably far too late.
- Continue to interface between the schools and the city to identify traffic hotspots and possible solutions.

The focus of the VERBS Program was to educate and create enthusiasm for change in the way families made their transportation choices. It is important to continue this momentum of engagement the school, community, and families have to making walking and bicycling the primary source of transportation to and from school.



## EXHIBITS

**Exhibit A** - Student Transportation Data Collection Methods

**Exhibit B** - Student Transportation Survey Data

**Exhibit C** - Walk to School Event Data

**Exhibit D** - School Feedback

**Exhibit E** - Photos

**Exhibit F** - Teacher Handbook


**Exhibit G** - Huff Report

**Exhibit H** - MVWSD Bike Policy



# Exhibit A – Student Transportation Data Collection Methods

## Annual Classroom Survey





**The City of Mountain View**  
Vehicle Emissions Reductions  
Based on School (VWRBS) Program


### Student Transportation Survey

School: \_\_\_\_\_ Date: \_\_\_\_\_  
 Teacher: \_\_\_\_\_ Room: \_\_\_\_\_  
 Grade: \_\_\_\_\_ Num of Students: \_\_\_\_\_







**The weather this morning is:**

  
Sunny

  
Overcast

  
Rainy

**How many students came to school today by:**

- \_\_\_\_\_  Family car (1+ students from the same family)
- \_\_\_\_\_  Carpool (2+ students from different families)
- \_\_\_\_\_  Bus/train
- \_\_\_\_\_  Walk
- \_\_\_\_\_  Bike
- \_\_\_\_\_  Other (skateboard, scooter, etc)

How many students are in class today: \_\_\_\_\_


---

**For the teachers:**

- Please fill in the information about your class and the weather conditions on the day of the survey.
- Ask your students "How did you get to school today?" and indicate the numbers in the appropriate section. Each student should only answer once so there is an accurate count. If two methods were used (ie, parking at a remote lot and walking the last blocks or walking to a friend's house to carpool), record the last part of the trip.
- Turn your forms into the Office.


Thank You!


## Example Walk to School Day Raffle Ticket





**Name:** \_\_\_\_\_  
**Grade:** \_\_\_\_\_


**Today I came to school by:**

  
Walk

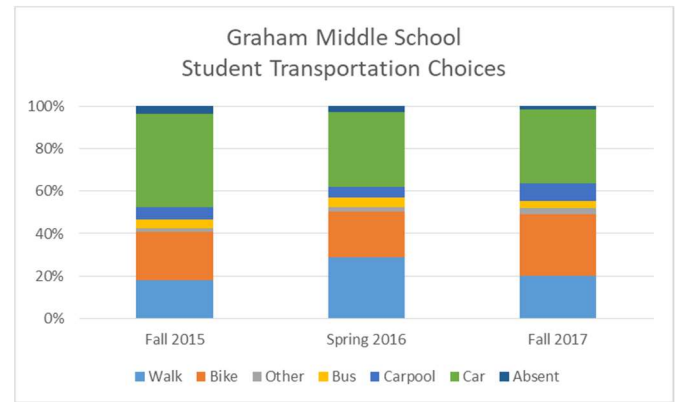
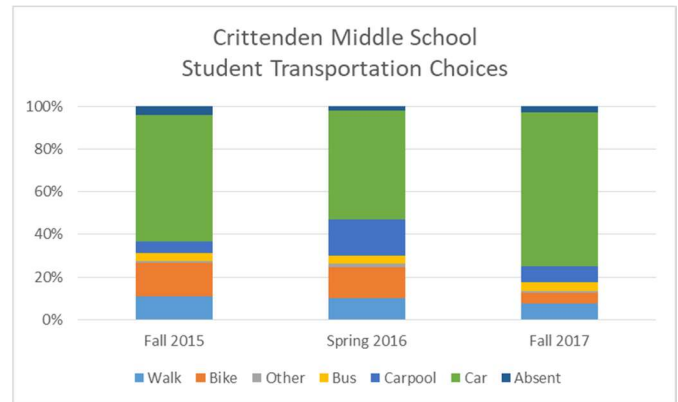
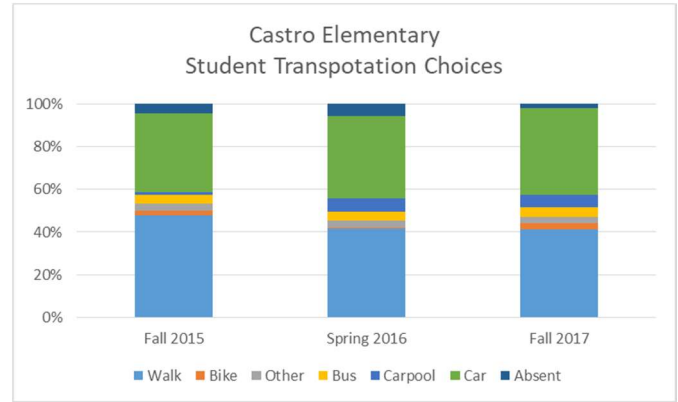
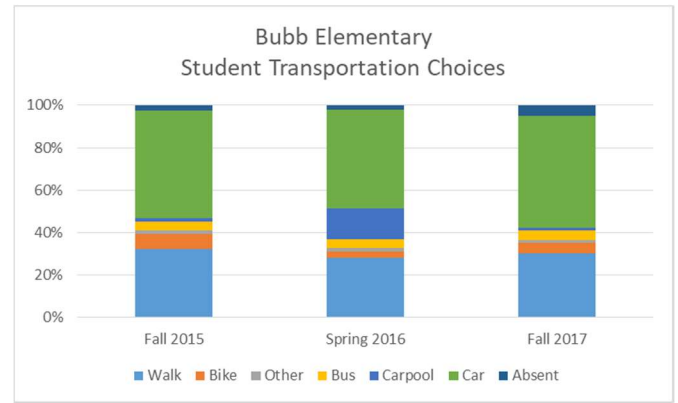
  
Bike

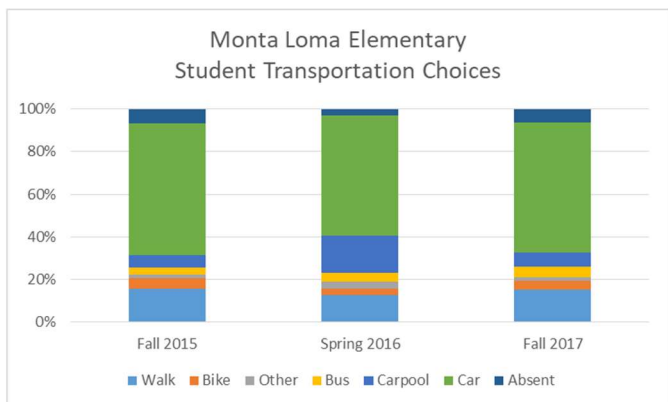
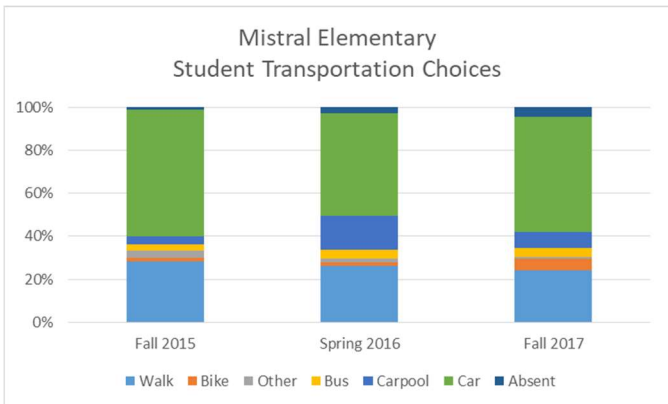
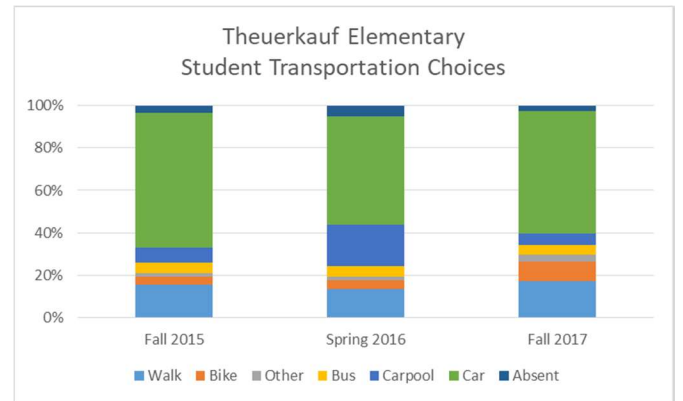
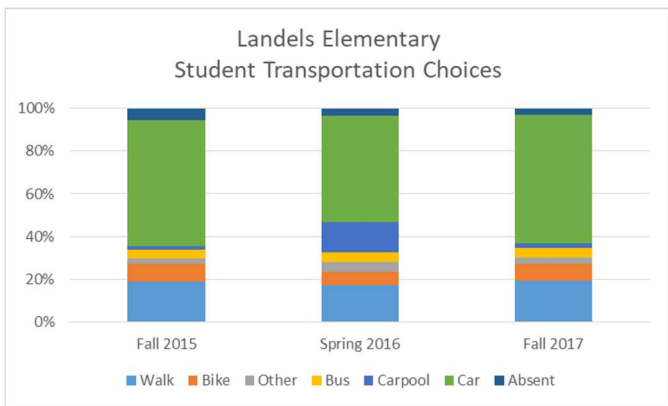
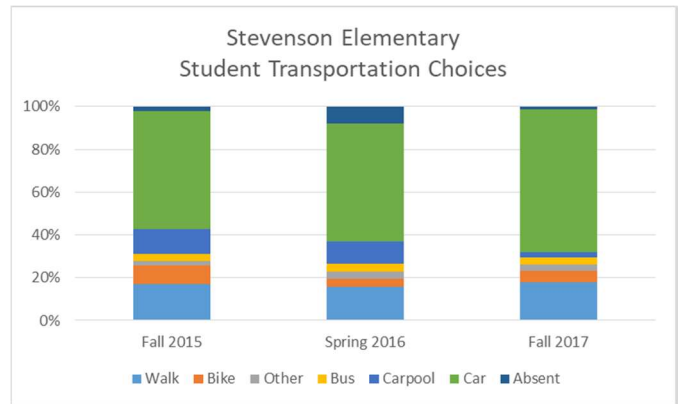
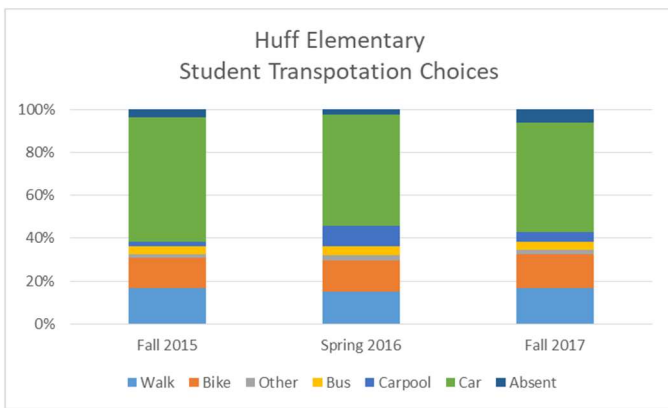
  
Bus

  
CarPool

  
Car

# Exhibit B – Student Transportation Survey Data

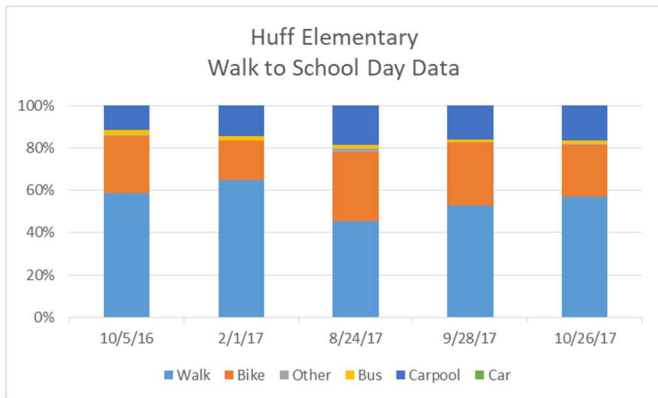
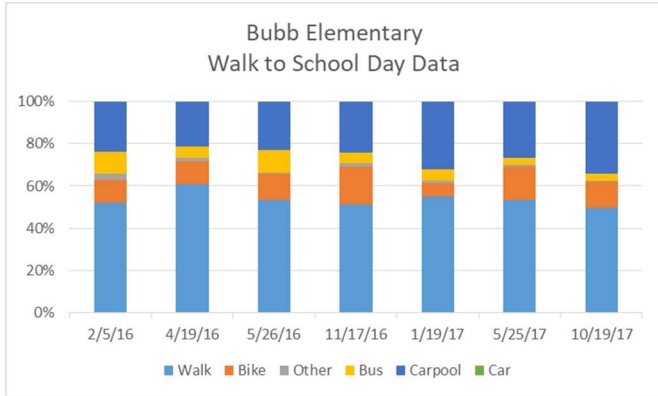




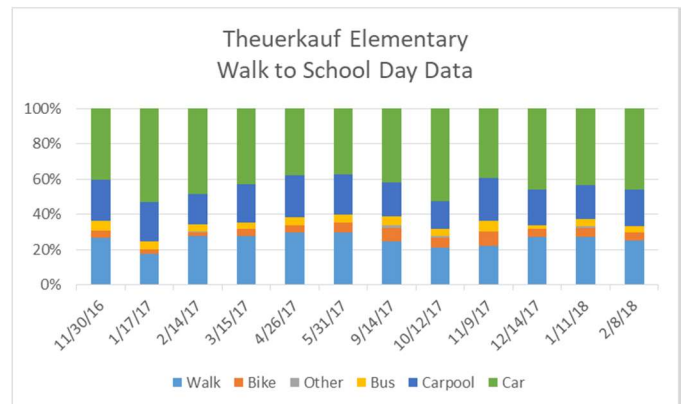
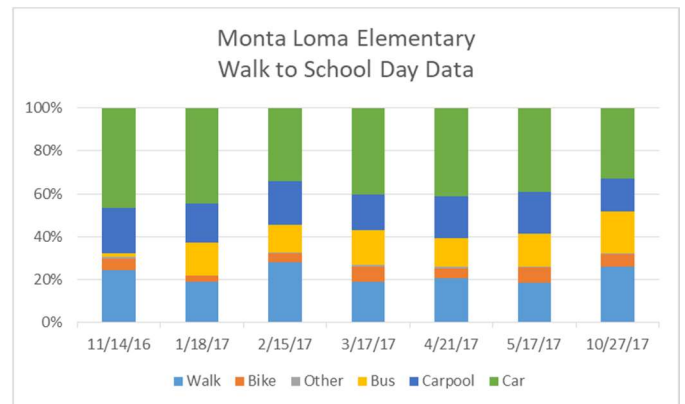
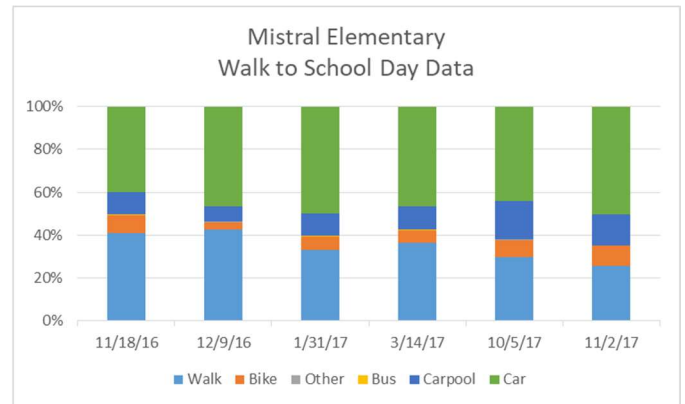
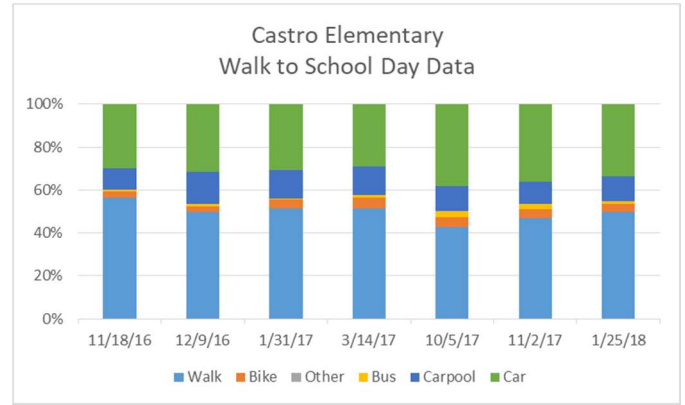
### Exhibit C – Walk to School Event Data

Bubb, Castro, Huff, Mistral, Monta Loma, and Theuerkauf all hosted multiple Walk to School Days with raffle tickets that could be counted. The remaining schools either did not host enough events or used less easily counted “tickets” (such as pieces of candy).

#### Schools using Blacktop Raffle Tickets (car commutes not counted)



### Schools using Classroom Raffle Tickets



**BICYCLE/PEDESTRIAN ADVISORY COMMITTEE WORK PLAN**  
**Fiscal Year 2018-19**  
**(Adopted by City Council)**

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
<b><i>Ongoing Work Items</i></b>			
A. <b>Review, prioritize, and recommend bicycle and pedestrian projects for the annual TDA Article 3 funding application cycle.</b>	Preliminary review of potential projects.  VTA call for projects announcement.	Spring 2019  Spring 2019	
B. <b>Provide input into the development and review of comprehensive bicycle/pedestrian facility plans and regulations (e.g., General Plan Mobility Chapter, Precise Plans, City Code revisions, and Zoning Ordinance bicycle parking requirements).</b>	As required/requested.		
C. <b>Review City roadway system and bikeway/pedestrian facilities for bicycle and pedestrian suitability and make recommendations on improvements.</b>	Ongoing.	Ongoing	
D. <b>Make recommendations on capital improvements to bicycle/pedestrian facilities.</b>	Annual Capital Improvement Program (CIP) development and approval process.	March 2019	
E. <b>Review private development project applications requiring General Plan, Precise Plan, and/or zoning amendments.</b>	As directed by the City Council.		

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
F. <b>Review public projects to ensure adequate consideration of the needs of bicyclists, pedestrians, and people with disabilities.</b>	As identified by staff.		
G. <b>Promote bicycle and pedestrian safety via the City website and programs.</b>	Ongoing.	Ongoing	
H. <b>Coordinate with City departments and advisory bodies, other jurisdictions within Santa Clara County, and transportation-related agencies (e.g., VTA, Caltrans) on pedestrian and bicycling matters.</b>	<p>City representative attend monthly VTA BPAC meeting.</p> <p>Attend/participate in Association of Pedestrian and Bicycle Professionals (APBP) webinar events offered through the VTA (subject to B/PAC member availability).</p> <p>Explore conducting a joint meeting with one other city B/PAC (e.g., Los Altos, Palo Alto, Sunnyvale).</p> <p>Pursue coordination activities as opportunities are identified.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>TBD</p> <p>Ongoing</p>	<p>Joint meeting with Los Altos Complete Streets Commission held in October 2018. Joint meeting with Sunnyvale BPAC to be scheduled in 2019.</p>

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
I. <b>Monitor Pedestrian Master Plan (PMP) and Bicycle Transportation Plan (BTP) performance measures, trends, and targets to assess progress in improving the City's pedestrian and bicycle environment.</b>	Receive/review Police Department data on pedestrian/vehicle, bicycle/vehicle, and pedestrian/bicycle collisions.	Quarterly	
J. <b>Monitor performance measures, trends, and targets to assess progress in improving the number of students walking or bicycling to school.</b>	Receive final report from Safe Moves for the 2015-2018 Safe Routes to School (STRS) program and provide input for key metrics and goals to be used on the subsequent SRTS program.	January 2019	Biannual review of new program to begin once new program is adopted and a consultant is selected.
K. <b>Promote and participate in events to encourage bicycling and walking (subject to B/PAC members' availability).</b>	Farmers' Market.  Arbor Day.  Annual Spring Parade.  Bike to School Day(s).  Bike to Work Day.  Thursday Night Live.	Ongoing	Members to participate as available.  Greg Unangst and Marc Roddin attended.  K. Shankari attended.
	<b>2018 CNC Neighborhood Meetings:</b>		2019 dates TBD

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
	<ul style="list-style-type: none"> <li>– Mobile Home Parks</li> <li>– Monta Loma/Farley/ Rock Street Area</li> </ul>	September 20, 2018 October 25, 2018	Vice Chair Roddin attended.
L. <b>Annual review of Pedestrian Master Plan (PMP) document.</b>	B/PAC agenda item.	March 2019	
<b><i>Fiscal Year 2018-19 Work Items</i></b>			
M. <b>Complete review of Article VI of Chapter 19 of the City Code pertaining to bicycling, use of sidewalks, and allowable mobility devices on roadways and sidewalks.</b>	Additional B/PAC and public review.	September 2018 and Winter 2019	Regulatory framework to Council on December 4, 2018. Ordinance slated for adoption in 2019.
N. <b>Review proposal/plan for adopting and implementing a Vision Zero Policy/Program.</b>	B/PAC agenda item.	Early 2019	Policy slated for adoption 2019. Program to be developed subsequently.
O. <b>Continue to review plans to develop a regional bike route from Redwood City to Mountain View.</b>	B/PAC agenda item.		Kickoff event held on September 8, 2018. K. Shankari attended.

Attachment: 1. Tentative Agenda List

**BICYCLE/PEDESTRIAN ADVISORY COMMITTEE  
CALENDAR/TENTATIVE AGENDA LIST**

	July – off
8/29/2018	Cancelled
9/26/2018	City Code update, Vision Zero Policy
10/24/2018	Los Altos Joint Meeting: El Camino Streetscape Plan
11/28/2018	City Code framework, Transit Center Bike/Ped Crossing
	December – off
1/30/2019	Chair/Vice Chair election, Safe Moves presentation
2/27/2019	City Code language, Pedestrian Master Plan review, TDA input
3/27/2019	CIP Review, Review of Council Goals and Projects
4/24/2019	Bike Share Evaluation
	May – off
6/26/2019	

Regular standing items:

- Minutes
- VTA BPAC Update
- Work Plan Update

Items to be scheduled:

- Gateway Development, and other special projects/programs as needed
- Bernardo Undercrossing (Joint Meeting with Sunnyvale BPAC)