



DATE: December 3, 2019

CATEGORY: Consent

DEPT.: Public Works

TITLE: **Safe Routes to School Education Program Funding Agreement and Professional Services**

RECOMMENDATION

1. Authorize the City Manager to execute a funding agreement with the Santa Clara Valley Transportation Authority for the 2016 Measure B Bicycle/Pedestrian Education and Encouragement Program (Attachment 1 to the Council report).
2. Authorize the City Manager to amend the professional services agreement with Alta Planning+Design, Inc., for the Mountain View Safe Routes to School Education Program, increasing compensation by \$184,904 for a total contract amount of \$230,895.

BACKGROUND

In 2011, the City launched a Safe Routes to School (SRTS) education and encouragement program to promote walking and bicycling to schools for K-12th grade students. The program involved the nine elementary and two middle schools in the Mountain View Whisman School District, Mountain View High School, Alta Vista High School, Los Altos High School, German International School, Mountain View Academy, and St. Francis High School. The SRTS program was funded by a \$500,000 Vehicle Emissions Reductions Based at Schools (VERBS) Federal grant. In 2013, the City was awarded a second \$500,000 grant to continue and build upon the previous efforts. The SRTS program was discontinued in early 2018, when the Federal grant funds were exhausted.

During the period that the SRTS Program was offered, active school commute share increased from an initial rate of 10 percent (8 percent walk and 2 percent bike) in school year 2011-12 to a rate of 43 percent (21 percent walk and 22 percent bike) in school year 2016-17. The growth in active school commuting suggests that the program was successful in encouraging students to walk and bike to school, reduce traffic around schools, and lower school-related greenhouse gas emissions.

In November 2016, Santa Clara County voters passed Valley Transportation Authority's (VTA's) 2016 Measure B Sales Tax. A portion of the Measure B sales tax revenue has been allocated to a Bicycle/Pedestrian Education and Encouragement Program to promote, educate, and/or encourage safe walking or bicycling for residents, visitors, and/or school children. The program is to be implemented by the cities with each city receiving a funding allocation based on their share of the County population. SRTS programs are an eligible use of the Measure B funds.

The City expected to continue the SRTS program in fall 2018 using the Measure B funding; however, the distribution of the Measure B sales tax revenue was delayed due to an unsuccessful legal challenge on the validity of the tax. In order to sustain the beneficial outcomes of the SRTS Program as new students advance through the school system, \$46,000 was included in the City's Fiscal Year 2018-19 budget to reinstate the SRTS program while waiting for the Measure B funding to become available.

In April 2019, the City began a Request for Proposal (RFP) process for SRTS program services. The RFP scope of work was divided into two phases: Phase I—Program Initiation and Phase II—Program Implementation. Three proposals were received and Alta Planning+Design (Alta) was determined to have submitted the most responsive proposal and be the most qualified firm. On June 10, 2019, a professional services agreement was executed with Alta for \$45,991 to implement Phase I—Program Initiation. The Phase I scope of work included: outreach to administrative staff at school districts and both public and private schools in Mountain View; development of individualized school plans, suggested route maps, and a data collection action plan; and a summertime youth education event that was held on August 1, 2019.

ANALYSIS

VTA has allocated \$184,904 to the City as its share of the Measure B Bicycle/Pedestrian Education and Encouragement Program for Fiscal Years 2017-18 through 2020-21. In order to receive the funding, the City must enter into a funding agreement with VTA. Attachment 1 is VTA's standard funding agreement for the program to be used for all 15 cities. The agreement term is through June 30, 2021 with options for VTA to extend the agreement through June 30, 2025. As part of any agreement extensions, the City will receive additional allocations of Measure B funding.

Alta has nearly completed the Phase I—Program Initiation tasks for the Mountain View SRTS program as funded by the City. Staff recommends amending the agreement with Alta to advance the program into Phase II—Program Implementation using the Measure B funding of \$184,904. With the addition of this funding, the total contract amount would be \$230,895.

During Phase II, Alta will work with the City and the schools to conduct bicycle/pedestrian safety education and encouragement events at schools over the next two years. These events will include bicycle and pedestrian rodeos, cyclist skill classes, walk and bike to school days, bicycle repair workshops for students, and Parent Teacher Association/site council meetings. Other Phase II tasks include data collection to track the success level of the program in encouraging students to walk or bike to school and a final report. The full scope of work for both Phases I and II is provided in Attachment 2.

FISCAL IMPACT

The Fiscal Year 2018-19 budget included sufficient funds for Phase I—Program Initiation. The 2016 Measure B Bicycle/Pedestrian Education and Encouragement Program allocation of \$184,904 will provide sufficient funding for Phase II—Program Implementation. These funds are included in the Fiscal Year 2019-20 budget.

ALTERNATIVES

1. Do not approve the funding agreement with the VTA for the 2016 Measure B Bicycle/Pedestrian Education and Encouragement Program.
2. Do not approve the amendment to the professional services agreement with Alta.
3. Direct staff to modify the scope of work for the professional services agreement with Alta.
4. Provide other direction to staff.

PUBLIC NOTICING – Agenda posting.

Prepared by:

Helen Kim
Transportation Planner

Dawn S. Cameron
Public Works Director

Reviewed by:

Michael A. Fuller
Assistant City Manager

Approved by:

Audrey Seymour Ramberg
Assistant City Manager/
Chief Operating Officer

HK-DSC/CL/6/CAM
915-12-03-19CR
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- Attachments:
1. 2016 Measure B Bicycle/Pedestrian Education and Encouragement Program Funding Agreement
 2. Alta Planning+Design Scope of Services