

DATE: May 28, 2025

TO: Bicycle/Pedestrian Advisory Committee

FROM: Priyoti Ahmed, Transportation Planner
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VIA: Jennifer Ng, Public Works Director

SUBJECT: **Safe Routes to School Update**

RECOMMENDATION

Review Safe Routes to School program information and give input on a future approach for the program.

BACKGROUND

The Safe Routes to School (SRTS) program aims to provide transportation safety education, hands-on training, and encouragement for healthy and active school access in Mountain View.

In 2010, the City of Mountain View received a \$500,000 Vehicle Emissions Reductions Based at Schools (VERBS) grant for a three-year program to encourage students to get to school safely by walking and biking. The City used this grant to hire Safe Moves to run the VERBS program from November 2011 through October 2014. In 2013, the City received another \$500,000 VERBS grant to continue the program from April 2015 to March 2018. During this time frame, Safe Moves provided safety training and bicycle rodeos to participating Mountain View schools.

Due to a funding gap followed by the COVID-19 pandemic and the closure of public schools between March 2020 and August 2021, there was a three-year gap in on-campus SRTS safety skills training between summer 2018 and summer 2021. Between August 2021 and December 2023, there were seven reported collisions involving students commuting to school, including three noninjury collisions, three injury collisions, and one fatal collision of a 13-year-old Graham Middle School student. Collisions occurred at the following locations:

- Miramonte Avenue and Hans Avenue;
- Springer Road and Rose Avenue (two collisions);
- Phyllis Avenue and Hans Avenue;

- Shoreline Boulevard and Mercy Street;
- El Camino Real and Grant Road; and
- Miramonte Avenue and Sonia Way (multiple injuries).

In June 2019, the City executed a \$45,991 contract to initiate SRTS 2.0. As part of this initial phase, City staff built relationships with school and district staff, established a SRTS Coordinating Committee, and hired Alta Planning + Design (Alta) to prepare suggested route maps, develop individualized school plans, and conduct a Citywide bike rodeo. In December 2019, the City was awarded \$184,904 in Valley Transportation Authority (VTA) 2016 Measure B Bicycle/Pedestrian Education and Encouragement funds for Phase 2 of SRTS 2.0, bringing the total Alta contract to \$230,895. Phase 2 tasks included delivery of a SRTS Champions Toolkit, Citywide bike rodeos, and the following activities at each public school (following school openings in August 2021):

- A schoolwide bike skills academy;
- Hip Hop Traffic Safety Assembly;
- Data collection on access to school;
- Meetings with the school community; and
- School walk and bike day activities.

On [May 23, 2023](#), the City Council approved a three-year contract for \$222,000 with NN Engineering (with Safe Moves as a subconsultant) for SRTS services for the Fiscal Year 2023-24. This contract expands the SRTS program to cover the following tasks:

- Developing SRTS curriculum;
- Transportation safety training for public and private schools;
- Bicycle rodeos for third, fourth, fifth, and sixth graders;
- Bicycle rodeos at Citywide events, such as Monster Bash and Earth Day;
- Walk audit follow up tasks; and
- Students and parent tallies.

Over this period, staff has also worked to expand the City's crossing guard services from nine in school year 2021-22 to 21 in 2024-25.

Staff has provided updates on the above SRTS activities to the Bicycle/Pedestrian Advisory Committee (BPAC) on [November 30, 2021](#), [April 26, 2023](#), [March 27, 2024](#), and [March 11, 2025](#). Staff also provided an update on the program to the Council Transportation Committee (CTC) on

[May 3, 2022](#). BPAC provided the following feedback that has been incorporated into the program:

- Foster partnerships with schools, school districts, and parents to drive participation; and
- Coordinate with the City of Los Altos to ensure that Mountain View students attending schools in Los Altos receive the same SRTS education.

ANALYSIS

The City of Mountain View's SRTS is a comprehensive program that improves school transportation safety through the "Six Es" of education, encouragement, equity, evaluation, engineering, and enforcement. The program includes "Six Es" activities led by both City staff and consultants.

SRTS Curriculum Development

This year, the SRTS team developed a curriculum and lesson plans, which were reviewed by the Mountain View Whisman School District (MVWSD) (K-8). The SRTS team conducted a peer review of five sample school-based transportation safety curricula. They also assessed the suitability of each curriculum to meet the California Physical Education Model Content Standards (Cal-PEMCS), the League of American Bicyclists' Smart Cycling "need-to-know" content, and local instructional needs. Throughout the year, the team collaborated with MVWSD to update the curriculum, and for the upcoming school year, SRTS team will work with specific schools to pilot an applicable lesson plan during their after-school program.

School-Based Transportation Safety Education

In school year 2024-25, the SRTS program provided transportation safety education at all public schools in Mountain View. Table 1 provides a summary of the safety training activities undertaken at Mountain View public schools, with more information provided in the following paragraphs. SRTS staff also reached out to all private schools in Mountain View to offer information and safety training education but has not yet received any positive responses.

Table 1: Fiscal Year 2024-25 Safety Education Summary

Activity	Description	Participants	Status
Fall safety assembly	Safety assemblies covering helmet fittings, crossing safety intersections, distracted driving, bicycle safety, and basic bike maintenance.	Approximately 4,000 K-8 grade students	Completed
Bike rodeos	Bike rodeos to practice turning, stopping, hand signals, and looking over the shoulder.	Approximately 1,000 fourth-, fifth-, and sixth-grade students	To be completed May 2025
Bike maintenance day	Free bike repair services and bicycle safety education to practice stopping, hand signals, and looking over the shoulder.	Approximately 38 high school students	Completed

Safety Training Assembly—K-8 Grade Levels

The SRTS education team, led by Safe Moves, conducted safety training assemblies for all public elementary and middle schools in Mountain View. These safety training assemblies are age-appropriate, interactive presentations designed to teach students about bicycling and walking as fun, safe, and effective ways to get to school. The assembly covers key topics, including appropriate places to ride and walk, an explanation of traffic signals and signs, rights and responsibilities of bicyclists and pedestrians, proper helmet use, crossing guards, and an understanding of driver, pedestrian, and bicyclist behaviors.



Figure 1: Landels Elementary School Safety Training

Bike Rodeo—Third, Fourth, and Fifth Grades

Bike rodeos were conducted for third-through fifth-grade students at all public elementary schools. Bike rodeos are interactive skills events where students learn to safely ride a bike, including helmet fitting, bike checks, rules of the road, avoiding hazards, and hands-on training via the “Safe Moves City” obstacle course. Safe Moves City allows students to experience traffic situations as pedestrians and bicyclists on a child-sized course with signs, pavement markings, and traffic hazards that provide age-appropriate challenges. Safe Moves City covers intersection and corridor infrastructure such as sidewalks, bike lanes, pavement markings, traffic-control devices, and a variety of land uses and street users.



**Figure 2: Bubb Elementary School
Bike Rodeo**

Bike Maintenance Day—Ninth through Twelfth Grades

The SRTS team partnered with BikeMobile to provide free bike repair services to students at Mountain View High School (MVHS) and Los Altos High School (LAHS). This service ensures that students’ bikes are well-maintained and safe for use on roads. The Bike Maintenance Day also included bike safety education presented by Safe Moves, including an interactive and engaging presentation on the importance of following the rules of the road and tips for biking safely in the City.

Encouragement Events

Throughout the school year, the SRTS team supported and hosted various bike and pedestrian safety activities that engaged the school community and encouraged walking and biking around the City. Table 2 provides engagement and encouragement events summary.

Table 2: Fiscal Year 2024-25 Engagement and Encouragement Events Summary

Activity	Description	Participants	Status
Back-to-school events	Distribution of information to parents at ice cream socials and back-to-school nights.	Parents at 12 schools	Completed
Citywide events	Pedestrian safety outreach, bike rodeos, and transportation safety information and outreach at Citywide events.	Monster Bash Bike Circus (October 26, 2024): <ul style="list-style-type: none"> • 30 family bike ride participants • 180 bike rodeo participants • 80 pedestrian safety game participants • 100 safety craft table participants • 35 free bike repairs by BikeMobile 	Completed
		Tree Lighting Celebration (December 9, 2024) <ul style="list-style-type: none"> • 50 Vision Zero Safety Game participants • 100 information table people 	
		Earth Day (April 20, 2025) <ul style="list-style-type: none"> • 100 Bike Rodeo participants • 50 Vision Zero Safety Game participants 	
Walk N Roll Event	Districtwide Walk N Roll activities to encourage active commuting to schools.	Walk N Roll Events (April 21, 2025) <ul style="list-style-type: none"> • Gabriela Mistral Elementary School • Landels Elementary School • Bubba Elementary School • Theuerkauf Elementary School • Graham Middle School • Mountain View High School 	Completed
Bike to Boba	Bike to Boba rides from The View Teen Center.	Bike to Boba Rides (last Friday of the month from April to August) <ul style="list-style-type: none"> • Estimate of 20 to 30 students at each of five events 	Completed for July to August 2024; Planned for April to June 2025

Back-to-School Events

In July and August 2024, SRTS staff attended ice cream socials and back-to-school events at 12 schools. During these events, staff shared information about the SRTS program, discussed parents' commute patterns, and provided guidance on the safest routes for students to travel to school. They also engaged with parents and school staff to understand transportation safety concerns.

Citywide Events

SRTS staff hosted bicycle and pedestrian safety outreach activities at Monster Bash on October 26, 2024, Christmas Tree Lighting on December 9, 2024, and Earth Day on April 20, 2025.

At Monster Bash, SRTS staff hosted multiple transportation safety-related activities, including a family bike ride, bike rodeo, and pedestrian safety game. This was the fourth year the SRTS program participated in this event, and the number of participants continues to grow.



Figure 3: 2024 Monster Bash Bike Circus

For the Christmas Tree Lighting, SRTS staff provided transportation information and hosted the Vision Zero Pedestrian Safety Game.

At Earth Day, the SRTS team hosted a “Learn to Bike” session. Over 100 students learned and practiced essential skills, such as balancing, stopping, and navigating corners and ramps within a Safe Moves City. Additionally, the team hosted a Vision Zero pedestrian safety game, and students and parents participated in this engaging activity, answering questions about walking, biking, and driving rules.



Figure 4: 2025 Earth Day “Learn to Bike”

Walk N Roll Event

The SRTS team partnered with MVWSD to host a Districtwide Walk N Roll event for all public elementary and middle schools in Mountain View. This event was a collaborative effort involving MVWSD staff, parents, and students. The SRTS team contributed by providing Walk N Roll flyers and giveaways. This initiative highlighted the value of building partnerships with the District staff and parents who are actively engaged in promoting safe and sustainable transportation options in Mountain View.



Figure 5: Bubb Elementary School Bike Bus

Along with the District, several parents initiated and continued monthly Walk N Roll events throughout the school year. Parents participated by biking with students to school and distributing incentives to encourage walking and biking. These parent-led activities reduce school traffic, improve transportation safety, and help build a culture of walking and biking to school.

Bike to Boba

The View Teen Center hosts “Bike to Boba,” a staff-led bike ride where teens visit a different boba shop each month. This free program is open to students in the sixth through twelfth grade. The SRTS team partnered with The View Teen Center to provide bike safety education and accompany participants during the ride. Before the ride, SRTS staff delivers a bike safety presentation, and throughout the event, they offer safety tips and reinforce the rules of the road.



Figure 6: Bike to Boba Ride

SRTS Coordinating Committee and School Engagement

Engagement with schools continues to be a focus of SRTS activities. During the summer, the SRTS staff kicked off the school year with coordinating meetings with the MVWSD staff and the principals of MVHS and LAHS to discuss SRTS activities, staff leads, and communication protocols. These meetings set expectations for the upcoming school year’s SRTS work program and provide a communication framework for SRTS activities. Over the past three years, SRTS staff successfully

collaborated with MVWSD and MVHS, resulting in a program that is adaptable, sustainable, and effective.

City staff also continues to host the SRTS Coordinating Committee, which convenes a group of parents, Police Student Resource Officers, school district staff, and school principals four times per year to discuss SRTS-related issues, including capital project updates, SRTS program components, and organizing Walk N Roll events. This year, the focus of the SRTS Coordinating Committee has been to build partnerships and progress around a Citywide Walk N Roll Day, which was successfully executed on April 21, 2025.

Interdepartmental Engagement

In addition to engagement with the community and schools, SRTS activities include engagement and coordination with other City departments, specifically including Police and Community Services.

SRTS staff regularly engages with Police staff, including Traffic Enforcement, School Resource Officers (SRO), and Crossing Guard contract administration. The City has increased the number of crossing guards from nine in 2019 to 21 today. This increase was due to multiple student-involved collisions near school sites, a comprehensive review of existing crossing guard locations, and recommended locations for a crossing guard based on the number of lanes, posted speed limits, overlap with the City's High-Injury Network, and the school-related collision locations. Based on this approach, City staff recommended the top 10 locations for crossing guards. The City's operating budget provides 90% of the crossing guard funds, and the MVWSD provides the remaining 10%. At the beginning of each school year, City staff evaluates crossing guard locations and discusses any necessary changes with the crossing guard company, Mountain View Police Department, and the Mountain View schools. The iterative nature of this program helps make the program both effective and efficient. Next school year, City staff will reassess crossing guard locations to determine if any adjustments are needed.



**Figure 7: El Camino Real/
Castro Street Crossing Guard**

SRTS staff also collaborates closely with the Community Services Department to include bicycle and pedestrian safety activities at Citywide events. Staff communication includes clear goals for annual events, identifying appropriate activity locations, and determining communication protocols and resources. This collaboration has resulted in much more successful SRTS events, with the SRTS Citywide encouragement program growing from 30 participants to 400 participants

over a four-year period. The inclusion of SRTS activities in these events helps build a bicycle and pedestrian safety culture in the City and promotes walking and biking in Mountain View.

Program Evaluation

The SRTS team conducted the student tally for all MVWSD and MVHS schools from April 1 through April 4, 2025. The team is currently analyzing the collected data and will include this information in the end-of-year final report. As the team wraps up all school year activities, the final report will be completed and presented to the BPAC.

Engineering Activities

Finally, SRTS staff participates in annual transportation exercises to advocate for transportation safety projects and programs in the City's budget process. This exercise includes reviewing priority projects from the [Comprehensive Modal Plan](#) and [Vision Zero Action Plan](#) that lie along the City's suggested routes to schools, considering upcoming repaving needs, and evaluating grant opportunities and alignment with established City priorities.

Additionally, in the past year, the SRTS team has drafted high-level circulation, intersection-level strategies, and improvement concepts to address concerns raised in earlier walking audits at each school. Based on these strategies, staff is working with MVWSD to discuss the next steps for improved school drop-off and pick-up circulation.

SRTS Program Structure Options

In Fiscal Year 2023-24, the Mountain View SRTS team began a three-year contract with NN Engineering and Safe Moves. The upcoming school year (Fiscal Year 2025-26) will be the final year of the contract before staff issues a new Request for Proposals (RFP) for the subsequent three-year period. After reviewing various SRTS program structures from neighboring cities, staff has noted the following SRTS program structure models:

- **City and Consultant-Led Program:** The majority of SRTS programs in the Bay Area are led by cities with support from consultants. In this structure, City staff manages the program's scope, budget, grant agreements, and communication with Council and advisory bodies. The consultant typically handles most of the education and encouragement activities, including reaching out to schools to schedule events, communicating with parents interested in getting involved, collecting data for evaluation, and organizing additional encouragement events. Cities that follow this structure include Sunnyvale (0.5 full-time employee), Cupertino (1.5 full-time employees), Santa Clara (0.5 full-time employee), and Los Altos (0.5 full-time employee). All of these cities fund their SRTS programs through VTA Measure B Education and Encouragement funding. Cities with limited staff capacity often use this structure to conduct SRTS activities.

- **County and Consultant-Led Program:** [Alameda County](#), San Mateo County, and San Francisco County manage their overall SRTS programs and work with other cities or specific school sites to provide SRTS education and encouragement activities. In this model, the counties hire consultants to handle the educational aspect of the program, and they work directly with schools throughout the county to develop school-specific programs. This program structure requires minimal city involvement and is tailored to each school's specific needs. The county-hired consultant team usually assigns a site coordinator to each school, who works closely with the participating schools to deliver SRTS-related education.
- **City, School District, and Parent-Led Program:** The City of Palo Alto's well-established [SRTS program](#) has a three-party agreement that includes the City of Palo Alto, Palo Alto School District Board, and Parent Teacher Association (PTA). This agreement includes specific SRTS education to be provided throughout the year along with time commitments from the schools for the SRTS education. The Palo Alto PTA provides a lead for each school site to host a Walk N Roll-related event throughout the year and parent volunteers at school-hosted bicycle rodeos. This structure fosters a strong partnership among the city staff, the school board, and the PTA, ensuring that the educational component is built into the school curriculum and provided every year in a systematic manner. The parent community is actively involved in the program's growth through walking and biking to school as well as volunteering at various SRTS events. This program has been highly successful for Palo Alto, with [59% of sustainable transportation mode share](#) or 41% family car modes share. The City of Palo Alto has three staff dedicated to their SRTS program, and they periodically contract SRTS education consultants to provide in-classroom education for their students. This staffing capacity allows the city to maintain contact with multiple parties throughout the year, develop strong parent liaisons at each school site, and provide comprehensive pedestrian and bicycle education in schools.
- **School or School District and Consultant-Led Program:** The [San Juan School District](#), Tracy Elementary School, and Durham Public Schools (DPS) in North Carolina have school district-led SRTS programs. In this structure, the school district serves as the lead agency, communicating with the city and parent community about walking and biking safety. The district provides education through teachers or hired SRTS consultants and work with parents to deliver Walk N Roll encouragement events. The district staff also coordinate with city staff on infrastructure-related improvements. This structure is less common in neighboring cities where a strong lead role is already set by the city.

The City of Mountain View follows the city and consultant-led structure funded through the operating budget. However, like Palo Alto, Mountain View staff serve as the primary contact for communication with parents and schools. SRTS staff has developed meaningful relationships with parents and the school community through the SRTS coordinating committee and one-on-one meetings, which can continue across different consultant cycles. Staff has also strengthened

its relationship with the Community Services Department, resulting in multiple well-attended bicycle and pedestrian safety training events. At these events, staff provides supplementary hands-on training on pedestrian safety.

To prepare for the 2026-27 SRTS contract, staff is also exploring incremental changes, including increasing engagement with Mountain View Police Department staff (SRO attendance for Citywide events), collaborating closely with high schools' Green Team on organizing Walk N Roll events, and allocating additional hourly staff time to strengthen relationship with parents that could be made to improve the SRTS program.

DISCUSSION

Staff is requesting BPAC to provide input on the following questions:

- Does BPAC have any feedback on improving the 2025-26 school year program?
- Does BPAC identify any gaps in the existing SRTS program that could be addressed through the SRTS program structure model for the 2026-27 SRTS program?

NEXT STEPS

The SRTS team will complete the remaining tasks for 2024-25, including Bike to Boba rides, program evaluation, and the final report. Additionally, the SRTS team will collaborate with the consultant team, NN Engineering, and Safe Moves to kick off the 2025-26 work program and upcoming activities. The team will also reach out to all public and private schools in Mountain View to coordinate plans before the next school year. The team will continue efforts to partner with Los Altos schools serving Mountain View residents.

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