

File No. 110075

Committee Item No. 2
Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee PUBLIC SAFETY

Date 2/3/11

Board of Supervisors Meeting

Date _____

Cmte Board

<input type="checkbox"/>	<input type="checkbox"/>	Motion
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Resolution
<input type="checkbox"/>	<input type="checkbox"/>	Ordinance
<input type="checkbox"/>	<input type="checkbox"/>	Legislative Digest
<input type="checkbox"/>	<input type="checkbox"/>	Budget Analyst Report
<input type="checkbox"/>	<input type="checkbox"/>	Legislative Analyst Report
<input type="checkbox"/>	<input type="checkbox"/>	Introduction Form (for hearings)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Department/Agency Cover Letter and/or Report
<input type="checkbox"/>	<input type="checkbox"/>	MOU
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Grant Information Form
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Grant Budget
<input type="checkbox"/>	<input type="checkbox"/>	Subcontract Budget
<input type="checkbox"/>	<input type="checkbox"/>	Contract/Agreement
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Award Letter
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application
<input type="checkbox"/>	<input type="checkbox"/>	Public Correspondence

OTHER

(Use back side if additional space is needed)

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Form 126</u>
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

Completed by: Gail Johnson

Date 1/28/11

Completed by: _____

Date _____

An asterisked item represents the cover sheet to a document that exceeds 25 pages. The complete document is in the file.

1 [Accept and Expend Grant - San Francisco Safe Routes to School - \$249,216]

2
3 **Resolution authorizing the San Francisco Department of Public Health to accept and**
4 **expend a grant in the amount of \$249,216 from the San Francisco County**
5 **Transportation Authority to participate in a program entitled "San Francisco Safe**
6 **Routes to School Education and Outreach Program," for the period September 1, 2011,**
7 **through August 31, 2012, waiving indirect costs and to delegate authorization to**
8 **execute these agreements and any amendments thereto to the Director of Public**
9 **Health.**

10
11 WHEREAS, SFCTA is the recipient of a grant award from the Metropolitan
12 Transportation Commission (MTC) supporting the San Francisco Safe Routes to School
13 Education and Outreach Program; and,

14 WHEREAS, The full project period of the grant starts on September 1, 2011 and ends
15 on August 31, 2013; and,

16 WHEREAS, The purpose of this project is to promote walking and biking to and from
17 school in San Francisco ; and,

18 WHEREAS, The grant requires matching funds in the amount of \$45,000 from the San
19 Francisco Department of Public Health General Fund; and,

20 WHEREAS, DPH will subcontract with Presidio Community YMCA, San Francisco
21 Bicycle Coalition, and San Francisco Unified School District in the total amount of \$159,729;
22 for the period of September 1, 2011 through August 31, 2012; and,

23 WHEREAS, The SFCTA does not allow for indirect costs in order to maximize the use
24 of grant funds on direct services; and,

1 WHEREAS, DPH is eligible to receive Federal and/or State funding for certain Non-
2 Infrastructure Transportation Projects through the SFCTA; and,

3 WHEREAS, Master Agreements, Program Supplemental Agreements, Fund Exchange
4 Agreements, and/or Fund Transfer Agreements need to be executed with the SFCTA before
5 such funds could be claimed; and,


6 WHEREAS, An ASO amendment is not required as the grant partially reimburses DPH
7 for one existing position, one Health Educator (Job Class #2282) at .50 FTE for the period of
8 September 1, 2011 through August 31, 2012; now, therefore, be it

9 RESOLVED, That DPH is hereby authorized to accept and expend a grant in the
10 amount of \$249,216 from the SFCTA; and, be it

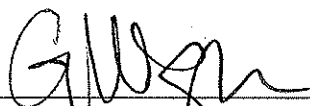
11 FURTHER RESOLVED, That DPH is hereby authorized to accept and expend the
12 grant funds pursuant to San Francisco Administrative Code section 10.170-1; and, be it

13 FURTHER RESOLVED, The City and County of San Francisco wishes to delegate
14 authorization to execute these agreements and any amendments thereto to the Director of
15 Public Health be authorized to execute all Master Agreements, Program Supplemental
16 Agreements, Fund Exchange Agreements, Fund Transfer Agreements and any amendments
17 thereto with the SFCTA.
18

19 RECOMMENDED:

20 
21 _____
22 Barbara Garcia, MPA
23 Director of Health
24
25

APPROVED:



Office of the Mayor



Office of the Controller



Edwin Lee
Mayor

Barbara Garcia, MPA
Director of Health

TO: Angela Calvillo, Clerk of the Board of Supervisors

FROM: Barbara Garcia, MPA
Director of Health

DATE: January 12, 2011

SUBJECT: Grant Accept and Expend

GRANT TITLE: San Francisco Safe Routes to School Education and Outreach Program - \$249,216

Attached please find the original and 4 copies of each of the following:

- ☒ Proposed grant resolution, original signed by Department
- ☒ Grant information form, including disability checklist -
- ☒ Budget and Budget Justification
- ☒ Grant application
- ☒ Award Letter
- ☐ Agreement: Not available from funder until after accept ad expend process is completed
- ☒ Other (Explain): Work plan

Special Timeline Requirements:

Departmental representative to receive a copy of the adopted resolution:

Name: Ann Santos

Phone: 255-3546

Interoffice Mail Address: Dept. of Public Health, Community Behavioral Health,
1380 Howard St.

Certified copy required Yes ☒

No ☐

File Number: _____
(Provided by Clerk of Board of Supervisors)

Grant Information Form
(Effective March 2005)

Purpose: Accompanies proposed Board of Supervisors resolutions authorizing a Department to accept and expend grant funds.

The following describes the grant referred to in the accompanying resolution:

1. Grant Title: San Francisco Safe Routes to School Education and Outreach Program
2. Department: SF Department of Public Health – Community Health Prevention and Promotion Branch
3. Contact Person: Ana Validzic Telephone: (415) 581-2478
4. Grant Approval Status (check one):
☒ [X] Approved by funding agency ☐ [] Not yet approved
5. Amount of Grant Funding Approved or Applied for: \$500,000 (Year 1=\$249,216 and Year 2=\$250,783)
- 6a. Matching Funds Required: \$90,000 (Year 1=\$45,000 and Year 2=\$45,000)
b. Source(s) of matching funds (if applicable): General Fund
- 7a. Grant Source Agency: Federal Highway Administration (FHWA)
b. Grant Pass-Through Agency (if applicable): Metropolitan Transportation Commission (MTC) to San Francisco County Transportation Authority (SFCTA) to San Francisco Dept. of Public Health (DPH)

8. Proposed Grant Project Summary:

The overall purpose of the Safe Routes to School Project – San Francisco (SRTS-SF) project is to promote walking and biking to and from school in San Francisco. Specifically, SRTS-SF will deliver an integrated set of services based on the three of the five Es – Education, Encouragement, and Evaluation - to 15 elementary schools in San Francisco from September 2011 to August 2013. These funds will continue the work of the SRTS-SF Program started in 2009.

More importantly, at the start of this proposed SRTS program, SFUSD will change their student assignment process to local neighborhood schools. To reach these local students and their families in the participating 15 schools, SRTS-SF will conduct targeted outreach of encouragement activities promoting walking and biking as well as educational classes to kindergarten students in 2011-12 and kindergarten plus first-grade students in 2012-13.

The SRTS-SF project will address the three of the five Es of the SRTS model – Education, Encouragement, and Evaluation. Specific project deliverables will include:

- Educational classes focused on environmental impacts of driving and environmental benefits of walking and bicycling (K and 1st grade);
- Educational classes focused on safe walking and bicycling (2nd and 4th grade);
- Educational campaign on reducing auto idling to parents/caregivers during school drop-off/pick-up times;
- Organizing Walk to School Day and Bike to School Day;
- Trainings to establish and facilitate recurring walking school buses and bike trains;
- Encouragement activities focused on the environmental benefits of walking and bicycling to school, such as pollution punch cards, golden shoe awards, frequent rider miles, etc;
- Parent/caregiver outreach in order to create "ownership" of SRTS at each school site; and
- Evaluation of SRTS-SF project activities through student travel tallies and parental surveys on walking and biking to/from school.

9. Grant Project Schedule, as allowed in approval documents, or as proposed:

Approved Year One Project:	Start-Date: <u>September 1, 2011</u>	End-Date: <u>August 31, 2012</u>
Full Project Period:	Start-Date: <u>September 1, 2011</u>	End-Date: <u>August 31, 2013</u>

10a. Amount budgeted for contractual services: \$379,525

b. Will contractual services be put out to bid?

No, these will be sole source contracts. Agencies receiving contracts are active members of the SRTS-SF Coalition and helped write the grant application. They are the only agencies that can carry out the work required by the grant. Sole source contracts will be established with the following agencies for the following amounts:

Presidio Community YMCA = \$84,250 (Year 1=\$41,375 and Year 2=\$42,875)
San Francisco Bicycle Coalition = \$138,053 (Year 1=\$68,993 and Year 2=\$69,060)
San Francisco Unified School District = \$98,722 (Year 1=\$49,361 and Year 2=\$49,361)
San Francisco Department of Environmental Workorder = \$58,500
(Year 1=\$29,250 and Year 2 = \$29,250)

c. If so, will contract services help to further the goals of the department's MBE/WBE requirements? No, because this grant is derived from federal transportation dollars and must meet DBE requirements as mandated by the funder.

d. Is this likely to be a one-time or ongoing request for contracting out?

It is likely this is a one-time request for contracting out.

11a. Does the budget include indirect costs? ☐ Yes ☒ No

b1. If yes, how much? \$

b2. How was the amount calculated?

c. If no, why are indirect costs not included?

☐ Not allowed by granting agency ☒ To maximize use of grant funds on direct services
☐ Other (please explain):

c2. If no indirect costs are included, what would have been the indirect costs? \$29,071 for both years

12. Any other significant grant requirements or comments:

The grant code for this project is HCPH25

****Disability Access Checklist****

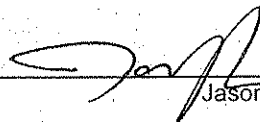
13. This Grant is intended for activities at (check all that apply):

<input checked="" type="checkbox"/> Existing Site(s)	<input checked="" type="checkbox"/> Existing Structure(s)	<input checked="" type="checkbox"/> Existing Program(s) or Service(s)
<input type="checkbox"/> Rehabilitated Site(s)	<input type="checkbox"/> Rehabilitated Structure(s)	<input type="checkbox"/> New Program(s) or Service(s)
<input type="checkbox"/> New Site(s)	<input type="checkbox"/> New Structure(s)	

14. The Departmental ADA Coordinator and/or the Mayor's Office on Disability have reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local access laws and regulations and will allow the full inclusion of persons with disabilities, or will require unreasonable hardship exceptions, as described in the comments section:

Comments:

Departmental or Mayor's Office of Disability Reviewer: _____



Jason Hashimoto

Date Reviewed: _____

1/14/16

Department Approval: _____



Barbara Garcia, MPA

Director of Health

Safe Routes to School-San Francisco (SRTS-SF) Non-Infrastructure Project			
Year 1 Budget Period: September 1, 2011 - August 31, 2012			
A. Positions and Salaries - DPH (lead agency)		SRTS - grant	Local funds
1 Health Educator: A. Validzic, MPH	.50 FTE	\$44,200	
TOTAL SALARY COSTS		\$44,200	\$0
B. Fringe Benefits		SRTS - grant	Local funds
1 Health Educator: A. Validzic, MPH	.50 FTE	\$15,470	
35% fringe benefit rate for FY 11-12	TOTAL FRINGE BENEFIT COSTS	\$15,470	\$0
1 The Health Educator position will serve as the Project Director. She will be responsible for overall project coordination and evaluation.			
TOTAL PERSONNEL COSTS		\$59,670	\$0
C. Consultants/Contractual Services (see attached separate budgets for each SRTS-SF partner)			
Item	SRTS - grant	Local funds	Total
SF Unified School District contract for SRTS Liaisons	\$49,361		\$49,361
SF Dept of Environment workorder to conduct idling reduction educational campaign	\$29,250		\$29,250
Presidio YMCA Educational Support Services Contract	\$41,375		\$41,375
SF Bike Coalition Educational Support Services Contract	\$68,993		\$68,993
SRTS-SF sponsorship of 15 schools through DPH General Fund		\$45,000	\$45,000
TOTAL CONSULTANT AND CONTRACTUAL SERVICES	\$188,979	\$45,000	\$233,979
E. Equipment and Supplies			
Item	SRTS - grant	Local funds	Total
Photocopying Services - Repro	\$567		\$567
TOTAL EQUIPMENT AND SUPPLIES EXPENSES	\$567	\$0	\$567
TOTAL BUDGET FOR 2011-12		\$249,216	\$45,000
			\$294,216

Safe Routes to School-San Francisco (SRTS-SF) Non-Infrastructure Project			
Year 2 Budget Period: September 1, 2012 - August 31, 2013			
A. Positions and Salaries - DPH (lead agency)		SRTS - grant	Local funds
1 Health Educator: A. Validzic, MPH	.50 FTE	\$44,200	
TOTAL SALARY COSTS		\$44,200	\$0
B. Fringe Benefits		SRTS - grant	Local funds
1 Health Educator: A. Validzic, MPH	.50 FTE	\$15,470	
35% fringe benefit rate for FY 11-12	TOTAL FRINGE BENEFIT COSTS	\$15,470	\$0
1 The Health Educator position will serve as the Project Coordinator. She will be responsible for overall project coordination and evaluation.			
TOTAL PERSONNEL COSTS		\$59,670	\$0
C. Consultants/Contractual Services (see attached separate budgets for each SRTS-SF partner)			
Item	SRTS - grant	Local funds	Total
SF Unified School District contract for SRTS Liaisons	\$49,361		\$49,361
SF Dept of Environment workorder to conduct idling reduction educational campaign	\$29,250		\$29,250
Presidio YMCA Educational Support Services Contract	\$42,875		\$42,875
SF Bike Coalition Educational Support Services Contract	\$69,060		\$69,060
SRTS-SF sponsorship of 15 schools through DPH General Fund		\$45,000	\$45,000
TOTAL CONSULTANT AND CONTRACTUAL SERVICES		\$190,546	\$45,000
E. Equipment and Supplies			
Item	SRTS - grant	Local funds	Total
Photocopying Services - Repro	\$567		\$567
TOTAL EQUIPMENT AND SUPPLIES EXPENSES		\$567	\$0
TOTAL BUDGET FOR 2012-13		\$250,783	\$45,000
			\$295,783

Safe Routes to School-San Francisco (SRTS-SF) Non-Infrastructure Project			
Total Budget Period: September 1, 2011 - August 31, 2013			
A. Positions and Salaries - DPH (lead agency)		SRTS - grant	Local funds
1	Health Educator: A. Validzic, MPH .50 FTE	\$88,401	
TOTAL SALARY COSTS		\$88,401	\$0
B. Fringe Benefits		SRTS - grant	Local funds
1	Health Educator: A. Validzic, MPH .50 FTE	\$30,940	
35% fringe benefit rate for FY 11-12 TOTAL FRINGE BENEFIT COSTS		\$30,940	\$0
1 The Health Educator position will serve as the Project Coordinator. She will be responsible for overall project coordination and evaluation.			
TOTAL PERSONNEL COSTS		\$119,341	\$0
C. Consultants/Contractual Services (see attached separate budgets for each SRTS-SF partner)			
	Item	SRTS - grant	Local funds
	SF Unified School District contract for SRTS Liasons	\$98,722	
	SF Dept of Environment workorder to conduct idling reduction educational campaign	\$58,500	
	Presidio YMCA Educational Support Services Contract	\$84,250	
	SF Bike Coalition Educational Support Services Contract	\$138,053	
	SRTS-SF sponsorship of 15 schools through DPH General Fund		\$90,000
TOTAL CONSULTANT AND CONTRACTUAL SERVICES		\$379,525	\$90,000
E. Equipment and Supplies			
	Item	SRTS - grant	Local funds
	Photocopying Services - Repro	\$1,134	
TOTAL EQUIPMENT AND SUPPLIES EXPENSES		\$1,134	\$0
TOTAL BUDGET FOR 2011-13		\$500,000	\$90,000

PERSONNEL COSTS**A. Positions and Salaries:**

2822 Health Educator: One MPH-level Health Educator at .50 FTE will be responsible for project coordination and evaluation. This Project Coordinator will oversee the Safe Routes to School project, establish workorders and MOUs with participating agencies, review budgets and requests for reimbursement, conduct evaluations, and manage relations with Caltrans, SFCTA, MTC, City Agencies and supported schools. The Project Coordinator will be responsible for providing SFUSD participating schools with technical support, access to approved materials and assistance in establishing SRTS best practices appropriate for their school site. The funds for this .50 FTE position start at approximately \$3,234/month and include all estimated COLAs and step increases.

B. Fringe Benefits:

Benefits associated with the 2822 Health Educator are estimated at 35% of requested salary, the required Civil Service rate.

Breakdown of DPH Full Time Benefits

Unemployment Insurance	0.17%
Health Insurance	\$2,170/yr
Dependent Health	\$225-\$245/yr
Dental Insurance	\$1,025/yr
Retirement	7.5%
Social Security/FICA	7.65%
Flexible Benefit Package	0.10%
Long Term Disability	0.40%
Total Benefit Rate (estimate)	35%

C. CONSULTANTS/CONTRACTUAL SERVICES

In each of the two years of the grant funding, San Francisco Department of Public Health will fund City agencies, SFUSD, and community-based organizations working with participating schools to address walking and biking to school. These funds will provide for services regarding pedestrian and bicycle education and motivational activities in all participating schools.

Sole source contracts will be established with following organizations to provide services for SRTS:

SF Unified School District (SFUSD)

SFUSD will coordinate all SRTS activities in the 15 participating schools. A contract to the SFUSD will provide for one .50 FTE position serving as a SRTS District Coordinator and stipends for staff at 15 participating schools in order to participate in SRTS activities. Funds for the contract equal \$49,361 in Year 1 and \$49,361 in Year 2, totaling \$98,722.

SF Bicycle Coalition

SF Bicycle Coalition will provide pedestrian and bicycle educational classes in the 15 participating schools. Funds for the SF Bicycle Coalition contract equal \$68,993 in Year 1 and \$69,060 in Year 2, totaling \$138,053.

SF Presidio YMCA

SF Presidio YMCA will support bicycle educational classes in the 15 participating schools. Funds for the SF Presidio YMCA contract equal \$41,375 in Year 1 and \$42,875 in Year 2, totaling \$84,250.

Furthermore, DPH will execute 1 workorder to participating City agencies involved in this project as follows:

SF Department of Environment

A workorder to the SF Department of the Environment will provide for the implementation of an idling reduction campaign at all participating schools. Funds for the workorder equal \$29,250 in Year 1 and \$29,250 in Year 2, totaling \$58,500.

SF Department of Public Health – InKind

DPH will provide \$90,000 in-kind to the SRTS program over the 2 year grant period to support the 15 participating schools to implement SRTS activities at their school site.

D. EQUIPMENT AND SUPPLIES

In each of the two years of the grant funding, San Francisco Department of Public Health will print materials to be distributed to participating schools. Repro Services will be used to print materials for distribution at educational events, training and forums. Funds for printing equal \$567 in Year 1 and \$567 in Year 2, totaling \$1,134.

**San Francisco County Transportation Authority
Safe Routes to School Non-Infrastructure Application
Due: 4:00 pm, July 6, 2010**

A. PROGRAM INFORMATION

Project Sponsor

Agency	<u>San Francisco Department of Public Health</u>
Contact person	<u>Ana Validzic, MPH</u>
Address	<u>30 Van Ness Ave, Suite 2300</u> <u>San Francisco, CA 94102</u>
E-mail address	<u>ana.validzic@sfdph.org</u>
Telephone number	<u>(415) 581-2478</u> Fax <u>(415) 581-2490</u>

Other Partner Agencies (e.g. all parties that will receive funding)

Agency	Contact Person	Address	Telephone	Email
--------	----------------	---------	-----------	-------

See attachment for full contact information of all SRTS partner agencies

Brief Description of Program:

The overall purpose of the Safe Routes to School Project – San Francisco (SRTS-SF) project is to promote walking and biking to and from school in San Francisco. Specifically, SRTS-SF will deliver an integrated set of services based on the three of the five Es – Education, Encouragement, and Evaluation - to 15 elementary schools in San Francisco from September 2011 to August 2013.

More importantly, at the start of this proposed SRTS program, SFUSD will change their student assignment process to local neighborhood schools. To reach these local students and their families in the participating 15 schools, SRTS-SF will conduct targeted outreach of encouragement activities promoting walking and biking as well as educational classes to kindergarten students in 2011-12 and kindergarten plus first-grade students in 2012-13.

The SRTS-SF project will address the three of the five Es of the SRTS model – Education, Encouragement, and Evaluation. Specific project deliverables will include:

- Educational classes focused on environmental impacts of driving and environmental benefits of walking and bicycling (K and 1st grade);
- Educational classes focused on safe walking and bicycling (2nd and 4th grade);
- Educational campaign on reducing auto idling to parents/caregivers during school drop-off/pick-up times;
- Organizing Walk to School Day and Bike to School Day;
- Trainings to establish and facilitate recurring walking school buses and bike trains;
- Encouragement activities focused on the environmental benefits of walking and bicycling to school, such as pollution punch cards, golden shoe awards, frequent rider miles, etc;
- Parent/caregiver outreach in order to create “ownership” of SRTS at each school site; and
- Evaluation of SRTS-SF project activities through student travel tallies and parental surveys on walking and biking to/from school.

B. PROJECT ELIGIBILITY

Please describe your project's eligibility for the county Safe Routes to School (SR2S) program.

1. **Is this a fully funded (pending this request and 11.47% local match) program?**
Use the budget summary below.

Yes, this is a fully funded program, including funding request and local match.

Budget Summary FY 2011-2013

	Amount (\$)	% of Total Project Budget	Source(s)
Amount of funding requested:	\$500,000	84.75%	MTC SRTS county-share
Amount of local match proposed:	\$90,000	15.25%	SF General Fund
Amount of other funding:	\$0		
Total project budget:	\$590,000	100%	

Currently, the SRTS-SF Coalition is funded through the Caltrans federal SRTS grant until August 2011. Additionally, given the federal-aid administrative process, the SRTS-SF Coalition does not expect to access MTC county-share SRTS funds until September 2011. Therefore, the MTC county-share SRTS funds will not overlap with the Caltrans federal SRTS grant but will allow the SRTS-SF Coalition to continue work until other funding opportunities arise.

There are no other pending grant applications at this time. SRTS-SF is considering future possible grant applications, including an application to the California Office of Traffic Safety in January 2011 to fund traffic enforcement and walk audits related to SRTS-SF (which is not fundable through CMAQ funds). Also, it is widely expected that there will be future grant opportunities for SRTS-SF, both infrastructure and non-infrastructure, when the federal transportation bill passes.

2. **Is the applicant project sponsor eligible to directly receive the funds (e.g. is the sponsor able to enter into a Master Agreement with Caltrans)?**

Yes. San Francisco Department of Public Health will be the primary administrator of these funds. DPH is a federal-aid eligible agency for non-infrastructure projects. DPH signed a Non-Infrastructure Master Agreement and established a Disadvantaged Business Enterprise (DBE) program with Caltrans in January 2009.

3. **Will the project sponsor be able to submit an obligation package for the non-infrastructure program (e.g. receive E-76 from Caltrans) by February 1, 2011?**

Yes, DPH will submit the Request for Authorization to Proceed package to Caltrans in December 2010, reserving January 2011 to submit supplemental grant applications to CA Office of Traffic Safety.

4. Describe how the scope elements are eligible for the federal Congestion Mitigation and Air Quality Improvement program (CMAQ).

One of the goals of the program is to change how families get to and from school - from single family vehicle trips to walking and bicycling. This transportation mode shift from driving to walking/bicycling would clearly reduce criteria air pollutants produced by automobiles, the main criteria for CMAQ funding.

In addition, the educational campaign to reduce idling during school drop-off and pick-up is eligible for CMAQ funding because it aims to reduce auto idling, a significant contributor of air pollution. The US EPA estimates that for every minute a typical auto engine sits idling, it emits 6.6 grams of pollutants such as volatile organic compounds, nitrous oxides, and carbon dioxide. These pollutants could be greatly reduced if drivers stopped idling their engines while waiting to drop off or pick up their children. This campaign will target families who must drive their children to and from school due to distance or other barriers, thereby reducing their family vehicle's contribution to air pollution.

C. PROGRAM NARRATIVE/WORK PLAN

Please provide a brief narrative to describe the program, as indicated below.

- 1. Describe the need for the proposed program and how program elements will meet that need. Please specifically address the program and curriculum changes that will be instituted in the existing program when this funding is received.**

Safe Routes to School is greatly needed in San Francisco. According to the Safe Routes to School National Partnership, as much as 20 to 30% of morning traffic can be generated by parents driving their children to schools. Currently, there is no data on SFUSD on how school children get to and from school. However, baseline data from 5 participating SRTS elementary schools demonstrate that over 50% of parents/caregivers drive their children to/from school in their family vehicle as opposed to carpooling (see chart below). Half of the parents/caregivers driving to school for short periods of time to drop off or pick up their children creates substantial traffic congestion and motor vehicle emissions around the school environment and significant risks to pedestrian, bicyclist, and general traffic safety in the community.

Sep-09 (in %)	Walk	Bike	School Bus	Family Vehicle	Carpool	Transit	Other
Bryant	45	2.1	2	41	2.1	6.6	1.2
GW Carver	24.9	0	24.7	42.6	5.9	1.4	0.6
Longfellow	44.1	0.2	1.7	41.2	3.5	8.5	0.7
Sunnyside	17.9	1	2.6	65	3.6	9.5	0.4
Sunset	14.1	1.9	4.9	70.7	5.9	1.9	0.7
TOTAL	29.2	1.04	7.18	52.1	4.2	5.58	0.72

SRTS-SF programs uses educational lessons, engineering and enforcement strategies that help make routes more attractive and safer for children to walk and bicycle to school and

encouragement strategies to entice more children to walk and bike. This funding request will support three of the five Es: Education, Encouragement, and Evaluation. The main focus of the educational lessons and encouragement activities will be the impact that single family vehicle trips has on the environment and how walking and bicycling to school can benefit the environment.

Furthermore, the SFUSD will change its school assignment process to "local neighborhood schools" beginning August 2011. The SFUSD Board of Education unanimously approved the redesign of the school assignment process in March 2010 (Policy #5101). As a result, the majority of incoming students and families in 2011 and beyond will be within 1 mile of the school. This is a prime opportunity for SRTS-SF to promote walking and bicycling to and from school in lieu of single family vehicle trips. In other words, SRTS-SF will now have the chance to widely promote healthy, environmentally friendly modes of transportation when students and their families **start** at selected schools, rather than trying to change established driving habits later. As a result, for this funding request, SRTS-SF program elements will focus on kindergarten students and their families in 2011-12 as well as kindergarten plus 1st grade students and their families in 2012-13.

Proposed program and curriculum changes include:

- Kindergarten educational classes titled *Good for You, Good for the Earth*, with a focus on why it's a good idea to walk, bike, take the bus, or carpool to school;
- First grade educational classes titled *This is the Way We Get to School*, with a focus on how students' parents and/or grandparents got to school and how school travel has changed over the year, plus comparing how students in other parts of the world get to school;
- Educational campaign on reducing automobile idling to parents/caregivers during school drop-off and pick-up;
- Trainings to establish and facilitate recurring walking school buses and bike trains;
- Technical assistance on how to establish other encouragement activities focused on environmental benefits of walking and biking, such as pollution punch cards, golden shoe awards, frequent rider miles program, etc; and
- Targeted outreach of SRTS-SF program and its transportation options to incoming students and families at kindergarten orientation.

2. **Please provide a task-based work plan that describes the role that each partner will play in the program.** This should include a description of how this program will address the five E's (Education, Encouragement, Engineering, Enforcement, Evaluation) required of a SR2S program. Please also describe how non-CMAQ-eligible items will be funded and how the program will be administered.

See attached workplan.

3. Identify the number of schools that will be involved with the program in both school years (2011/12 – 2012/13).

In each school year, SRTS-SF will work in 15 public elementary schools across San Francisco. These schools will be the same schools that SRTS-SF worked with in 2010-11. In the case that selected schools do not adequately participate in SRTS-SF in 2010-11, those schools will be replaced with other SFUSD elementary schools that fit the selection criteria (see answer to question #4 below).

4. Please describe the school selection process including the schedule for the next selection process.

In August 2009, SRTS-SF Coalition developed selection criteria to determine which SFUSD elementary schools will be invited to become SRTS schools. Criteria included: a) majority of students living within 1 mile of school; b) installation of bike rack at school, and c) participation in previous SRTS-SF related activities such as Walk to School Day, Bike to School Day, Green Teams, etc. Furthermore, schools were segregated by supervisorial district. The top 1 or 2 elementary schools in each supervisorial district were invited to participate in order to ensure geographic distribution of SRTS resources.

SRTS-SF solicited applications from 16 SFUSD elementary schools to participate in SRTS-SF in 2009-2010, of which 8 applications were received (see attached map and list of schools). Upon review of applications, the following 5 schools were enrolled in SRTS-SF in 2009-10:

1. Bryant Elementary School (Mission District)
2. George Washington Carver (Bayview District)
3. Longfellow (Excelsior District)
4. Sunnyside (Sunnyside District)
5. Sunset (Sunset District)

For 2010-11, the SRTS-SF Coalition will use the same selection criteria to invite 10 additional SFUSD elementary schools to participate in addition to the current 5 schools. All schools that were not selected in 2009-10 will be candidates for selection in 2010-11. This is also assuming that all 5 SFUSD schools successfully complete deliverables in the first year. If not all 5 schools successfully complete deliverables, then additional schools will be recruited to ensure we are reaching 15 schools.

SRTS-SF will invite schools to participate in early August 2010 when the staff assignments (principals, teachers, etc) have stabilized. List of participating schools for 2010-11 will be finalized by early September 2010.

5. Please propose some performance measures for this program (e.g. % increase in walk/bike mode share) and describe the tools that will be used for evaluation.

SRTS-SF proposes to increase walking and biking by 10% and a subsequent decrease in single family vehicle trips by 10% in all 15 targeted schools from baseline measurements in September 2011 to post-project measurement in May 2013. These performance

measures are similar to performance measures for Alameda County Safe Routes to School Program.

As mandated by the current federal Safe Routes to School funding, DPH utilizes the Student Travel Tally and Parent Survey forms developed by the National Center for Safe Routes to School. In turn, this standardized form is utilized by the National Center for SRTS to report to Congress. A benefit to this format also allows SRTS-SF to receive immediate analysis through their Data Center website once data is inputted.

In addition, SRTS-SF proposes to increase participation in International Walk to School Day from approximately 4,000 students in October 2009 to 6,000 students by October 2012. Likewise, SRTS-SF proposes to increase participation in SF Bike to School Day from approximately 1,000 students in April 2010 to 2,500 students in April 2013. Lastly, at least one walking school bus will be established and occur regularly at each of the 15 schools by the end of the project.

Outreach staff from the SF Environment's Environment Now program will assess the amount of idling at drop-off for the targeted schools twice during the school year—once at the beginning of the program and once at the end. They will collect data on the type of vehicle dropping off and number of minutes spent idling. In addition they will track which vehicles were dropping off more than one child to assess the number of families carpooling. They will also be observing and tracking how many students are walking and biking. Schools will be assessed over a one-week period and an average daily emissions rate calculated, as well as getting baseline data on carpools, walking and biking. This will be done at the end of the school year as well. By promoting Idle Reduction through signage, brochures and other activities, emissions due to idling will be reduced by 30%.

D. PROJECT SCHEDULE***

Please provide the project schedule below. Please include the dates for major events that this funding would cover (e.g. Bike and Walk to School Day).

Project Phase	Start Date (Month, Year)	End Date (Month, Year)
Obligation Package to Caltrans	12/1/10	12/31/10
SR2S Program (**see attached milestone schedule for more details)	9/1/11	8/31/13
Walk to School Day 2011	10/5/11 (first Wednesday in October 2011)	
Bike to School Day 2012	4/5/12 (tentatively the first Thursday in Apr 2012)	
Walk to School Day 2012	10/3/12 (first Wednesday in October 2012)	
Bike to School Day 2013	4/4/13 (tentatively the first Thursday in April 2013)	
Project Closeout		12/31/13

E. BUDGET

Please provide a project budget by task as outlined in the Project Narrative/Work Plan section.

Please include the following items:

1. The position, hourly wage (burdened and unburdened), number of hours, FTEs and total cost for each person assigned to work on this project from any agency.
2. A brief description of the role the position would play in the program.
3. Equipment and supplies
4. Indirect costs with a brief description

See attached summary budget of SRTS-SF program, plus individual budgets from each SRTS-SF partner organization.

E. FUNDING PLAN

Please provide a funding plan for the full program that includes the requested SR2S amount, the local match and any other funding sources that may be used for the project.

See overall 2011-2013 summary budget included in item E.

G. GRAPHICS

Please attach any maps, charts, drawings or other materials that are necessary to show the detail and context of the program.

- List of invited and selected schools plus map
- Graph of baseline measurements
- Walk/bike maps of 5 schools
- Pictures of Walk to School Day/Bike to School Day



"Ben Stupka"
<ben.stupka@sfgta.org>
12/07/2010 02:43 PM

To "Ana Validzic" <Ana.Validzic@sfgov.org>
cc "Richelle-Lynn Mojica" <Richelle-Lynn.Mojica@sfdph.org>,
"Ann Santos" <Ann.Santos@sfdph.org>
bcc
Subject RE: Questions for SF Safe Routes to School Education &
Outreach Program

Ana et al,

The total project budget for the Safe Routes to School Education and Outreach project for the 2011/12 and 2012/12 school years is \$590,000. This includes a total grant award of \$500,000 in Cycle 1 Safe Routes to School funds and a local match of \$90,000 in Department of Public Health operating funds. This project will begin on September 1, 2011 and end on August 31, 2013.

Let me know if you need more information:

Ben

-----Original Message-----

From: Ana Validzic [mailto:Ana.Validzic@sfgov.org]
Sent: Tuesday, December 07, 2010 12:31 PM
To: Ben Stupka
Cc: Richelle-Lynn Mojica; Ann Santos
Subject: Re: Questions for SF Safe Routes to School Education & Outreach Program
Importance: High

Ben -

My colleagues at DPH are processing the grant accept and expend request and have a few questions. Most of the questions I can handle but I will need to you answer the one below.

We will need a notification of grant award. Can you confirm in an email that the total grant award is \$500,000 and the start date is September 1, 2011 and the end date is August 31, 2013? Just to jog your memory, attached is budget with all the above mentioned. Thanks!

Ana

(See attached file: SRTS-SF budget CMAQ final.xls)

I have several questions regarding your Accept & Expend Application for the San Francisco Safe Routes to School Education and Outreach Program:

1) I have a question about the notification of grant award. I do not

think you sent it to me or I have misplaced it somewhere, please send.

Please remember that the notification of grant award must contain a start and end date and must also state the award amount. We need something in writing from the funder that notes both of these things in writing, even if it's something informal (email, etc.). I will need a start/end date in at least one piece of paperwork coming from the funder.

Ana Validzic
SF Dept. of Public Health
30 Van Ness Ave, Suite 2300
San Francisco, CA 94102
(415) 581-2478

SAFE ROUTES TO SCHOOL – SAN FRANCISCO (SRTS-SF) NON-INFRASTRUCTURE PROJECT

PROJECT PURPOSE

The overall purpose of the SRTS-SF project is to promote walking and biking to and from school in San Francisco. More specifically, SRTS-SF will deliver an integrated set of services based on the three of the five Es - Education, Encouragement, and Evaluation - to 15 elementary schools in San Francisco, while also building school and District capacity to promote safe walking and biking to school. The workplan below describes how this will be accomplished.

PROJECT WORK PLAN 2011-2013

OVERVIEW

With the San Francisco Unified School District (SFUSD) as a key partner, SRTS-SF will promote walking and biking to public schools across the City. In each school year, SRTS-SF will work with 15 elementary schools to deliver the five Es. SRTS-SF's goal is to increase the percentage of students walking and biking to school by 10 percent and a subsequent decrease in single family vehicle trips by 10 percent in all 15 targeted schools from baseline measurements in September 2011 to post-project measurement in May 2013.

Project efforts can be divided into seven main tracks:

- A. Project start-up and administration
- B. Education
- C. Encouragement
- D. Evaluation
- E. Parent/Caregiver Outreach

Task A. Project Start-up and Administration

The San Francisco Department of Public Health (DPH) will manage the overall project. DPH is also responsible for award and oversight of contracts. Project partners include SF Unified School District (SFUSD), SF Municipal Transportation Agency (MTA), SF Police Department (SFPD), SF Department of the Environment (SF Environment), Presidio YMCA Bike Program and the SF Bicycle Coalition. Responsibilities of each project partner are detailed in subsequent tasks below.

Subtask A-1. Award/extend contracts with San Francisco Bicycle Coalition, Presidio YMCA and the San Francisco Unified School District to deliver educational support services to schools as described in Subtasks B through E.
This contract will be consistent with federal requirements.

Responsible Parties: DPH

Deliverables: Copy of awarded contracts

Subtask A-2. Establish Memoradums of Understanding (MOUs) and workorders with partnering San Francisco City Departments. These MOUs and workorders will be consistent with federal requirements.

Responsible Parties: DPH

Deliverables: Copies of MOUs and workorders

Subtask A-3. Manage contracts and City Agency MOUs and workorders. These will be consistent with federal requirements.

Responsible Parties: DPH

Deliverables: Invoices, progress reports

Subtask A-4. Select SFUSD elementary schools that will participate in the project (only if attrition occurs). For the five Es of the SRTS model, SRTS-SF will primarily target a group of 15 public elementary schools across San Francisco. These schools will be generally the same schools that SRTS-SF worked with in 2010-11. In the case that selected schools do not adequately participate in SRTS-SF in 2010-11, those schools may be replaced with other SFUSD elementary schools that fit the selection criteria.

These schools will be selected based on the percentage of students living within one mile where their school is located; the school's demonstrated previous interest in SRTS related activities; and geographic equity.

Responsible Parties: All SRTS-SF Project Partners

Deliverables: List of 15 targeted schools for SRTS activities

Subtask A-5. Fund SRTS-SF Liasons or Green Teams at each of the selected schools. At each of the selected schools, SFUSD will hire staff to serve as SRTS Liasons to help coordinate all five Es at the school site. SFUSD staff will receive a stipend to share resources and implement related to SRTS. If there is a "Green Team" at any of these schools, the stipend may go toward the functions of the Green Team, which will focus on promoting walking and biking instead of single family car trips.

Responsible Parties: SFUSD

Deliverables: SRTS job description and list of 15 SRTS Liasons/Green Teams

Subtask A-6. Submit invoices and progress reports to Caltrans and progress reports to SFCTA. DPH will submit invoices and progress reports to Caltrans every six months for the duration of the project. Progress reports will also go to SFCTA.

Responsible Parties: DPH

Deliverables: Invoices, progress reports

Task B. Education

When SFUSD changes their school assignment system to “local school option” in August 2011, SRTS-SF will widely promote walking and biking to new incoming students at targeted 15 schools. As a result, SRTS-SF will deliver educational classes on the environmental benefits of walking and biking to teachers of incoming kindergarten classes in 2011-12 and kindergarten plus 1st grade classes in 2012-13.

The San Francisco Bicycle Coalition and Presidio YMCA staff will continue to work with teachers and stipended SRTS Liaisons at the school sites to provide skill-based education in pedestrian safety to 2nd-grade students and in bike safety to 4th-grade students. Furthermore, SFUSD will distribute maps produced by MTA that show suggested pedestrian and bicycle routes to the target schools, especially at orientation to incoming students and families at start of school year.

Subtask B-1. Deliver curricula focused on environmental benefits of walking and bicycling as well as environmental impacts of driving to the kindergarten and 1st grade at selected schools. In both 2011-12 and 2012-13 school years, SRTS-SF will distribute *Good for You, Good for the Earth* lesson plans and materials to kindergarten teachers at all selected schools in order to educate new incoming students. In this lesson, students will discuss how they get to school. They will also brainstorm ideas and write sentences (with the help of an adult) on why it’s a good idea to walk, bike, take the bus or carpool to school.

In 2012-13 school year, SRTS-SF will distribute *This is the Way We Get to School* lesson plans and materials to 1st grade teachers at all selected schools in order to educate new incoming students. In this lesson, students will first learn how their parents and/or grandparents went to school when they were children, and compare this information with their own lives. They will learn about children from around the world by reading the book, *This is the Way We Go to School*.

Good for You, Good for the Earth and *This is the Way We Get to School* lesson plans and materials were developed by the Alameda County Safe Routes to School Program. Materials will be adapted to reflect San Francisco standards and requirements if necessary. In addition, teaching these lesson plans will be a requirement of receiving Safe Routes to School sponsorship funds (see Task E).

Responsible Parties: SRTS Liaisons, SFUSD

Deliverables: Kindergarten curricula; 1st grade curricula; # of schoolchildren attending presentations

Subtask B-2. Deliver pedestrian safety curricula to the 2nd grade at selected schools. San Francisco Bicycle Coalition and Presidio YMCA staff will deliver two complete lessons—*Stop! Look! Listen!* and *Walk Around the Block*—introducing the basics of pedestrian safety. *Stop! Look! Listen!* aims to curtail the behavior that causes the most injuries for child pedestrians: failure to stop at the edge of the roadway and look for moving vehicles (called “dart out”). This lesson uses instruction, discussion, an educational video, practice in the classroom and an interactive game. Children will

learn the importance of stopping at every edge, looking left, right, then left again, listening for cars and only crossing if it is clear. The *Walk Around the Block* lesson enables students to put into practice the safety procedures from *Stop! Look! Listen!* Lesson leaders will each take groups of 7 to 10 on a walking route that includes one basic intersection, at least one crosswalk, a hidden driveway and an opportunity to cross around parked cars. All children will have submitted signed permission slips in order to participate in *Walk Around the Block* lesson.

Responsible Parties: SRTS Liaisons, the San Francisco Bicycle Coalition and Presidio YMCA

Deliverables: 2nd grade pedestrian safety curricula; # of schoolchildren attending presentations

Subtask B-3. Deliver bicycle curricula to the 4th grade at selected schools.

The San Francisco Bicycle Coalition and the Presidio YMCA will deliver two educational lessons for 4th-graders: *Helmet Safety* and *The Bicycle Rodeo*.

Helmet Safety is a demonstration-based lesson on the importance of wearing a bicycle helmet and on determining the proper helmet fit. The lesson uses the "egg drop" method of showing the effectiveness of a helmet. The lesson also includes the short testimonial video "Travis' Story," which conveys the risk of not wearing a properly fitting helmet. "Helmet Safety" concludes with a class discussion in which students share positive experiences they have had riding a bike as well as the experiences they have had with crashes or close calls. In discussing the crashes and close calls, students are prompted to share what they could have done to avoid the situation, whether or not they were wearing a helmet, and how the helmet protected them from more serious injury.

The final 4th-grade lesson, *Bicycle Rodeo*, is a blacktop activity that teaches children the importance of stopping at every edge, looking for traffic and remaining in control at all times when riding a bike. The rodeo includes a series of bike-handling drills and activities that simulate the experience of biking in traffic situations. Each rodeo begins with a safety check of the students' bicycles and helmets. The lesson leaders create four courses that enable the students to practice a variety of handling skills and safety procedures.

Responsible Parties: SRTS Liaisons, the San Francisco Bicycle Coalition and Presidio YMCA

Deliverables: 4th grade bicycle safety curricula; # of schoolchildren attending presentations

Subtask B-4. Deliver an educational campaign focused on reducing auto idling to parents/caregivers during school drop-off/pick-up. The Environment Now outreach team from SF Department of the Environment will be on-site at selected schools during morning drop-off to speak with parents/caregivers about idling and its impact on air quality. Each school will be assigned specific workers who will operate the initial data collection phase of the Campaign and continue to work during drop-off at least once per week, so that parents/caregivers become

accustomed to their presence. SF Environment Now outreach team will distribute materials on the various impacts on idling and benefits to reducing idling time.

Responsible Parties: SF Department of Environment

Deliverables: SF Environment Now outreach schedule by school, brochures and flyers on idling reduction

Subtask B-5. Distribute walk and bike maps for students and families. SRTS Liaisons and teachers will distribute maps created by MTA through SFUSD Wednesday parent pockets that show suggested walking and biking routes to schools. These maps will also be highlighted at orientation for new families and included in orientation packets.

Responsible Parties: SRTS Liaisons, MTA

Deliverables: Maps detailing walking and biking routes for selected SRTS schools

Task C. Encouragement

SRTS-SF will include various encouragement activities tailored to the interests and needs of the target schools. Working through the SRTS Liaisons, SRTS-SF will engage student teams in such citywide events as Walk to School Day, Bike to School Day as well as walking school buses, bike trains, contests and incentive programs at the school site.

In addition, when SFUSD changes their school assignment system to "local school option" in August 2011, SRTS-SF will widely promote walking and biking to new incoming students at targeted 15 schools. As a result, SRTS-SF will conduct targeted outreach to kindergarten students in 2011-2013 and 1st grade students in 2012-13 to participate in encouragement activities.

Subtask C-1. Organize International Walk to School Day citywide and provide technical assistance for International Walk to School Day at selected schools. For this annual event occurring on the first Wednesday in October, DPH will publicize Walk to School Day to the entire SFUSD and any interested private schools through school publications, meetings, and the SRTS-SF website. DPH will also purchase and distribute incentive items to participating schools such as retro-reflective belt wraps, zipper pulls, stickers and pencils.

Additionally, all SRTS project partners will provide the SRTS Liaisons at the 15 pilot schools with tools and support to promote their school's involvement. This will include technical assistance or advice as needed, as well as copies of the comprehensive Walk to School Day toolkit, which includes planning timelines, sample forms and publicity materials.

Responsible Parties: DPH, SRTS Liaisons, all SRTS project partners

Deliverables: Enrollment in Walk to School Day; toolkit, incentive items

Subtask C-2. Organize SF Bike to School Day citywide and provide technical assistance with the organization of Bike to School Day at selected schools.

For this annual event occurring in the first week of April, SF Bicycle Coalition will

publicize Bike to School Day to the entire SFUSD and any interested private schools through school publications, meetings, and the SRTS-SF website. SRTS-SF will also purchase and distribute incentive items to participating schools such as bags, bike bells, and bike lights.

Additionally, all SRTS project partners will provide the SRTS Liaisons at the 15 pilot schools with tools and support to promote their school's involvement. This will include technical assistance or advice as needed, as well as copies of the Bike to School Day toolkit.

Responsible Parties: SF Bicycle Coalition, SRTS Liaisons, all SRTS project partners

Deliverables: Enrollment in Bike to School Day, toolkit, incentive items

Subtask C-3. Provide trainings to establish and facilitate recurring walking school buses and bike trains. For walking school buses, the SF Bicycle Coalition will train the SF Environment Now outreach team on how to conduct walking school buses. In turn, the SF Environment Now outreach team will train parent volunteers at all selected schools on how to conduct walking school buses. These training sessions will include scenarios of issues that might arise and decisions about how often the group(s) will walk together. SF Environment Now team will also lead the first few walking school buses at each school site.

The SF Bicycle Coalition and the Presidio YMCA staff will offer trainings to parent volunteers at all selected schools on how to conduct bike trains. These training sessions will include scenarios of issues that might arise and decisions about how often the group(s) will bike together.

For both walking school buses and bike trains, SRTS-SF will give sponsorship dollars to participating schools (see Task E). A requirement of these funds will be to purchase fluorescent vests, handheld stop signs, whistles, bike bells, and first aid kits to all parents that will be leading a route.

Responsible Parties: SF Bicycle Coalition, Presidio YMCA, SF Department of Environment

Deliverables: Training materials, # of parents/caregivers attending trainings, # of walking school buses and bike trains established

Subtask C-4. Provide technical assistance with other encouragement activities focused on environmental benefits of walking and biking. The SRTS Liaisons will provide the 15 pilot schools with information on other encouragement activities, such as:

- **Pollution Punch Cards.** Each child is issued a punch card with their name, teacher and grade. Every time they walk, bike, bus or carpool to school on a "Walking Wednesday," they get a punch on their card. Once they fill a card up, they are issued a certificate and are entered into a monthly drawing at their school.

- **Golden Shoe Awards.** At the end of each school year, a Recognition Assembly is held. The much coveted "Golden Shoe" award is presented to the class with the highest participation in Walking Wednesdays throughout the year.

- **Frequent Rider Miles program.** An annual contest held every spring that asks students to keep track of each time they walk, bike, carpool, or ride the bus to and from school. Every time a student accumulates 20 points, they receive both an instant reward from a "grab bag" and a raffle ticket, and get their name entered into a raffle to valuable prizes. At the end of the contest, a drawing is held to select the prize winners. The contest is set up to run for six weeks. However, each school can organize the contest for any length of time that they feel is appropriate.

The SRTS-SF project partners will also provide schools with technical assistance and tools for implementing one or more of these approaches based on interest and need.

Responsible Parties: SRTS Liaisons, all SRTS project partners

Deliverables: Documentation of additional encouragement activities

Task D. Evaluation

DPH staff will oversee evaluation. Student travel tallies conducted prior to project implementation and after implementation will measure increases in the percentage of students at the 15 schools who walk or bike to school. The evaluators also will use surveys to gauge changes in parental attitudes regarding walking and biking to school.

Subtask D-1. Collect and analyze student travel tallies. Student travel tallies will be gathered at 4 points in time: September 2011, May 2012, September 2012, and May 2013. This data includes the number and percentage of children walking and/or biking to school through counts conducted at school sites. The National Center for SRTS created the student travel tally form and created a web-based data input system. This allows SRTS-SF to receive immediate analysis of inputted data through its Data Center website.

Responsible Parties: DPH

Deliverables: Analyses of student travel tallies

Subtask D-2. Collect and analyze parental attitude surveys regarding walking and biking to school. Data will be gathered at 4 points in time: September 2011, May 2012, September 2012, and May 2013. The National Center for SRTS created the parent survey form and created a web-based data input system. This allows SRTS-SF to receive immediate analysis of inputted data through its Data Center website.

Responsible Parties: DPH

Deliverables: Analyses of completed parental surveys

Subtask D-3. Collect and analyze amount of idling by parents/caregivers before and after idling reduction campaign. Calculate vehicle emissions reduction based on pre and post campaign data. Environment Now outreach workers will collect data over the course of a week at the beginning and end of the

program each school site, including total number of vehicles dropping off, type of vehicle and number of minutes spent idling. This data will be averaged to obtain a daily rate and translated into CO2 and other PM's. Beginning and ending data will be compared.

Responsible Parties: SF Department of Environment

Deliverables: Baseline and end of year data and comparisons.

Subtask D-4. Track program progress. Data will be gathered throughout the two-year grant on the number of new partnerships created; the number of schools, students and parents reached; and the number of students and target schools participating in Walk to School Day, Bike to School Day, walking school buses, bike trains, educational classes, etc.

Responsible Parties: DPH

Deliverables: Data on the number of new partnerships created; the number of schools, students and parents reached; and the number of students and target schools participating in Walk to School Day, Bike to School Day, walking school buses, bike trains, educational classes, etc.

Task E. Parent/Caregiver Outreach and SRTS-SF Sponsorship

The SFUSD will change its school assignment process to "local neighborhood schools" beginning August 2011. The SFUSD Board of Education unanimously approved the redesign of the school assignment process in March 2010 (Policy #5101). As a result, the majority of incoming students and families in 2011 and beyond will be within 1 mile of the school. This is a prime opportunity for SRTS-SF to promote walking and bicycling to and from school in lieu of single family vehicle trips. In other words, SRTS-SF will now have the chance to widely promote healthy, environmentally friendly modes of transportation when students and their families **start** at selected schools, rather than trying to change established driving habits later.

As a result, for this funding request, SRTS-SF program elements will focus on kindergarten students and their families in 2011-12 as well as kindergarten plus 1st grade students and their families in 2012-13. SRTS-SF materials, including maps of suggested walk/bike routes, will be included in the orientation to incoming kindergarten families in both school years. Additional outreach for all encouragement activities will be conducted towards kindergarten students and their families in 2011-12 as well as kindergarten plus 1st grade students and their families in 2012-13.

In addition to conducting idling reduction campaign and helping to establish walking school buses, SF Environment Now outreach team will communicate regularly to parents/caregivers about the variety of SRTS-SF materials and activities. In essence, these workers will serve at the outreach team to the parent/caregiver community at each school site. Workers will support SRTS activities by distributing information to parents/caregivers on idling reduction, Walk to School Day, Bike to School Day, walk and bike maps, walking school buses, promoting other SRTS-SF encouragement activities, carpooling, etc. SF Environment Now outreach team may attend PTA or school site council meetings to

promote SRTS-SF. Whenever possible, SF Environment Now workers will be matched to SFUSD schools if s/he has a child that attends that school.

In order to support SRTS-SF activities at each school, the DPH will give \$3,000 to each school participating in Safe Routes to School, either to the PTA or the school site council. Total SRTS-SF sponsorship for all 15 schools will equate to \$45,000 each school year for a total of \$90,000 during the program. These funds come from the SF City and County General Fund and will constitute the local match.

Each school will use these funds to support SRTS-SF onsite and further parent/caregiver outreach. Schools may use funds for SRTS-SF related items, such as:

- Stipend(s) for a parent to assist with or coordinate Walking School Buses (chaperoned student walking groups), "Bike Train" groups to and from school, or any adult supervision that increases walking and bicycling.
- Stipends for parents/caregivers to form "Safe Routes to School" committee at school and produce action plan.
- Safety Equipment: fluorescent vests, handheld stop signs, whistles, bike bells, first aid kits cones, walkie-talkies to coordinate student afternoon pick up⁵⁴, bullhorn.
- Encouragement Incentives: Prizes or incentives for contests related to promoting walking and bicycling.



RESOLUTION APPROVING \$500,000 IN CYCLE 1 SAFE ROUTES TO SCHOOL FUNDS
FOR SAN FRANCISCO'S SAFE ROUTES TO SCHOOL EDUCATION AND OUTREACH
PROGRAM

WHEREAS, The Metropolitan Transportation Commission (MTC) established the Safe Routes to School Program (SR2S) as part of its framework for programming funds anticipated under the yet-to-be-developed six-year federal surface transportation act; and

WHEREAS, The intent of this program is to complement existing state and federal SR2S programs, with the overall goal of significantly reducing vehicle emissions stemming from school-related travel; and

WHEREAS, MTC designated \$17 million in Congestion Mitigation and Air Quality Program funds for Cycle 1 of the SR2S program, making \$2 million available through a region-wide call for projects and distributing \$15 million among the nine Bay Area counties based on the K-12 school enrollment; and

WHEREAS, San Francisco will receive \$1,079,000 based on San Francisco's proportion of K-12 school enrollment; and

WHEREAS, The Authority collaborated with the San Francisco SR2S Coalition (Coalition) to develop a two-pronged approach to programming San Francisco's SR2S funds to enhance the existing SR2S efforts in San Francisco and best achieve the objectives for SR2S set by MTC; and

WHEREAS, As CMA for San Francisco, the Authority is required to submit a final programming strategy for Fiscal Year 2010/11 SR2S funds to MTC by July 30, 2010; and

WHEREAS, There is \$500,000 in Fiscal Year 2010/11 funds available to extend and expand the Coalition's existing education and outreach program for the 2011/12 and 2012/13 school years as detailed in Attachment 1; and



WHEREAS, The \$500,000 for the education and outreach program will be matched by \$90,000 from the City's general fund and in-kind contributions from Coalition members; and

WHEREAS, Authority staff reviewed the education and outreach program proposal from the Coalition and found it eligible for the SR2S program; and

WHEREAS, The Authority anticipates releasing a call for projects for \$579,000 in funds for the capital project portion of the SR2S program in winter 2010; and

WHEREAS, On June 23, 2010, the Citizens Advisory Committee reviewed and unanimously approved a motion of support for the staff recommendation; and

WHEREAS, On July 13, 2010, the Plans and Programs Committee reviewed and unanimously recommended approval of the staff recommendation; now, therefore be it

RESOLVED, That the Authority hereby approves the SR2S education and outreach program; and be it further

RESOLVED, The Executive Director is authorized to submit the SR2S education and outreach program to MTC; and be it further

RESOLVED, That the Capital Improvement Program of the Congestion Management Program is hereby amended, as appropriate.

Attachment:

1. San Francisco Safe Routes to School Program – 2011/12 - 2012/13 Work Plan



The foregoing Resolution was approved and adopted by the San Francisco County Transportation Authority at a regularly scheduled meeting thereof, this 20th day of July 2010, by the following votes:

Ayes: Commissioners Alioto-Pier, Avalos, Campos, Chiu, Chu, Daly, Dufty, Elsbernd, Mar, Maxwell and Mirkarimi (11)

Nays: (0)

A handwritten signature in cursive script, reading 'Ross Mirkarimi'.

7/20/10

Ross Mirkarimi
Chairperson

Date

ATTEST:

A handwritten signature in cursive script, reading 'José Luis Moscovich'.

José Luis Moscovich
Executive Director

7/20/10

Date

FORM SFEC-126:
NOTIFICATION OF CONTRACT APPROVAL
(S.F. Campaign and Governmental Conduct Code § 1.126)

City Elective Officer Information (Please print clearly.)	
Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors

Contractor Information (Please print clearly.)	
Name of contractor: Presidio Community YMCA	
Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.	
1.) Board of Directors: John Baker, Atlas Capital Advisors; Richard Benefield, Walt Disney Family Museum; Michael A. Bristow, Portsmouth Financial; Susan Burkhardt, Method Management Consultants; Margie Denning; Jennifer Devlin, EHDD Architecture; Brian Endres, Think Panmure; Sheila Fifer; Mary Finley, BRE Properties; C. Fisher, St. Ignatius; Alejandra Gutierrez; Keith Inouye, Core Systems; Robert Keehan, Independent Consultant; Mike Kley; Corey A. Marshall, SFMTA; Angie Matarozzi, Bay School; John McKernan, BCCI-Construction; Jim Moore, JMoore Partners; Christopher Wasney, Cody Anderson Wasney Architects; and Laura Yockey 2.) Robert Sindelar, Executive Director; Chuck Collins, CEO; Kathy Cheng, CFO; Terri Teixeira, COO 3.) - 5.) None	
Contractor address: 63 Funston Avenue, San Francisco, CA 94129	
Date that contract was approved:	Amount of contract: \$84,250
Describe the nature of the contract that was approved: Provide educational & outreach services for Safe Routes to School Program	
Comments:	

This contract was approved by (check applicable):

☐ the City elective officer(s) identified on this form

☐ a board on which the City elective officer(s) serves San Francisco Board of Supervisors

Print Name of Board

☐ the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Redevelopment Agency Commission, Relocation Appeals Board, Treasure Island Development Authority) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

Filer Information (Please print clearly.)	
Name of filer: Clerk of the Board of Supervisors	Contact telephone number: (415) 554-5184
Address: City Hall, Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102	E-mail: Bos.legislation@sfgov.org

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

Date Signed

FORM SFEC-126:
NOTIFICATION OF CONTRACT APPROVAL
 (S.F. Campaign and Governmental Conduct Code § 1.126)

City Elective Officer Information (Please print clearly.)	
Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors

Contractor Information (Please print clearly.)		
Name of contractor: San Francisco Bicycle Coalition		
Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.		
1.) Board of Directors: David Baker, David Baker & Partners, Architects; Ben Caldwell, SF YMCA; Mo Devlin, SF County Transportation Authority; Brooke DuBose, Fehr & Peers Transportation Consultants; Jenn Fox, Climate Works Foundation (President); Jean Fraser, San Mateo County Health Plan; Justin Fraser, Digipop Website Design & Programming; David Gartner, Goliath Branding & Marketing; Amandeep Jawa, Apple Computer; Ann Lyons, EPA; Holly Minch, Lightbox Collaborative; Lainie Motamedi; Dan Nguyen-Tan, PUBLIC Bikes; Zack Stender, Mikes Bikes SF; and Susan Sun, CA Senator Mark Leno's Office 2.) Jean Fraser, Chief Executive Officer 3.) - 5.) None		
Contractor address: 833 Market St., 10 th Floor, San Francisco, CA 94103		
<table border="1"> <tr> <td>Date that contract was approved:</td> <td>Amount of contract: \$138,053</td> </tr> </table>	Date that contract was approved:	Amount of contract: \$138,053
Date that contract was approved:	Amount of contract: \$138,053	
Describe the nature of the contract that was approved: Provide educational and outreach services for Safe Routes to School Program		
Comments:		

This contract was approved by (check applicable):

☐ the City elective officer(s) identified on this form

☐ a board on which the City elective officer(s) serves San Francisco Board of Supervisors

Print Name of Board

☐ the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Redevelopment Agency Commission, Relocation Appeals Board, Treasure Island Development Authority) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

Filer Information (Please print clearly.)	
Name of filer: Clerk of the Board of Supervisors	Contact telephone number: (415) 554-5184
Address: City Hall, Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102	E-mail: Bos.legislation@sfgov.org

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

Date Signed

FORM SFEC-126:
NOTIFICATION OF CONTRACT APPROVAL
(S.F. Campaign and Governmental Conduct Code § 1.126)

City Elective Officer Information <i>(Please print clearly.)</i>	
Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors

Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: San Francisco Unified School District	
Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary. 1.) Jane Kim, Hydra Mendoza, Sandra Lee Fewer, Kim-Shree Maufas, Rachel Newton, Jill Wynns, Norman Yee 2.) Carlos Garcia, Joseph Grazidi, Kevin Trutt 3.) - 4.) None 5.) None	
Contractor address: 555 Franklin Street., San Francisco, CA 94102	
Date that contract was approved:	Amount of contract: \$98,722
Describe the nature of the contract that was approved: Provide educational and outreach services for Safe Routes to School Program	
Comments:	

This contract was approved by (check applicable):

☐ the City elective officer(s) identified on this form

☐ a board on which the City elective officer(s) serves San Francisco Board of Supervisors

Print Name of Board

☐ the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Redevelopment Agency Commission, Relocation Appeals Board, Treasure Island Development Authority) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

Filer Information <i>(Please print clearly.)</i>	
Name of filer: Clerk of the Board of Supervisors	Contact telephone number: (415) 554-5184
Address: City Hall, Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102	E-mail: Bos.legislation@sfgov.org

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

Date Signed