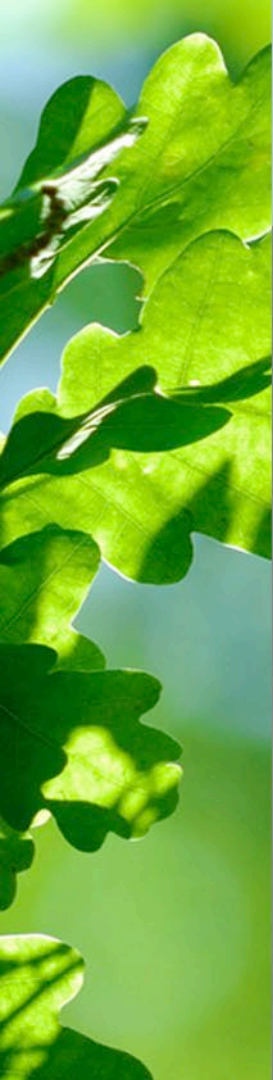




SAFE ROUTES TO SCHOOL

Task Force Meeting

June 15th, 2023



SRTS TASK FORCE'S OBJECTIVES

SRTS Task Force is a space to share information/ideas on SRTS, engage the community around SRTS, partner on events and activities and support schools and school districts in the implementation of the strategy.

Roles

- Define and collaborate on objectives, goals, and milestones for the Menlo Park SRTS program;
- Help organize or support different tasks and activities; and
- Be a liaison to share information and market the program to your school community.

AGENDA

1. Introductions
2. School Updates
3. Bike Buses
4. SRTS Program Updates
5. Volunteer Recruitment
6. Evaluation
7. Traffic and Safety Updates
8. City Project Updates
9. Announcements
10. Next Meetings



1) INTRODUCTIONS

Introductions

- Name
- Agency / Organization



2) SCHOOL UPDATES

School updates

- Encouragement and education activities
- Priorities for next school year?
- Other announcements?

3) BIKE BUSES

What is a Bike Bus?

- Similar to a Walking School Bus but on bikes
- Group of students riding together under the supervision of adults
- On a designated route and schedule

Oak Knoll Bike Bus

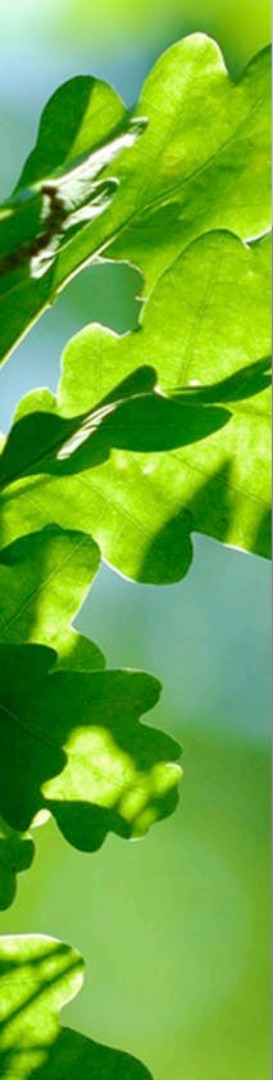




4) SRTS PROGRAM UPDATES

SRTS Program Updates

- Recap of the year 2022-23
- Next school year priorities



Recap of the year 2022-23



Encouragement & Outreach Events

- Ruby Bridges Walk to School Day (November)
- Crossing guard Appreciation Week (March)
- Spring Party (April)
- Video and Poster Challenge (ongoing, launched in May)

Data Collection and Evaluation

- Student travel tallies
- School administration and stakeholder survey

Support to the schools

- Bike bus: brainstorm, planning
- Bike Rodeo at Encinal
- Bike Blender

Education

- Created more Pedestrian Curriculum Kits to stay in the schools
- Pedestrian and Bicycle Safety Handbook (in progress)

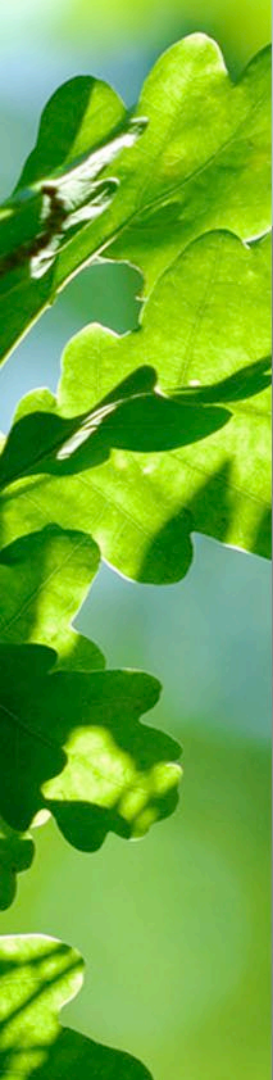
RUBY BRIDGES WALK TO SCHOOL DAY RECAP

“I enjoy that it gives you fresh air and that it's fun to move your body instead of sitting.”

“I wanted to show my support for equity and wish for no more racism.”

“I really enjoy feeling and seeing the difference of seasons, like temperature, the color of the leaves, and also the decorated houses.”





Crossing Guard Appreciation Week

5 crossing guards celebrated

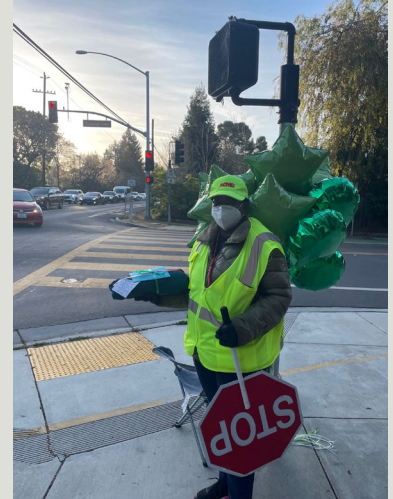
“Cassandra waits for me even if I am a little late for school. She doesn’t leave and makes sure she is still there when I arrive to cross me safely.”

“Azola is an island of stability and calm in the madness that school start and end can be. She is patient, kind and caring; always looking out for kids and able to stand down aggressive drivers. I am sooo grateful that my kids were watched over by Azola for so many years.”

“Ms. Unique has a big smile on her face and waves so kindly at everyone on the way to school. She is a reminder of the good people in the world and it’s nice to see every morning before school.”

“Michael, the crossing guard at Olive and Santa Cruz Ave is truly amazing. We actually drive our child to school most days and this gentleman is there EVERY SINGLE DAY, RAIN OR SHINE.”

“Rene is always ready with a cheery hello, a funny remark, and focused on the students. Despite the rain, power outages and loss of heat at his home, he is still present and friendly. Haven’t driven once yet this year!”



Encinal’s crossing guard, Crossing Guard Appreciation Week, March 2022

SRTS Spring Party x Earth Fest



SMCOE School Travel Fellowship

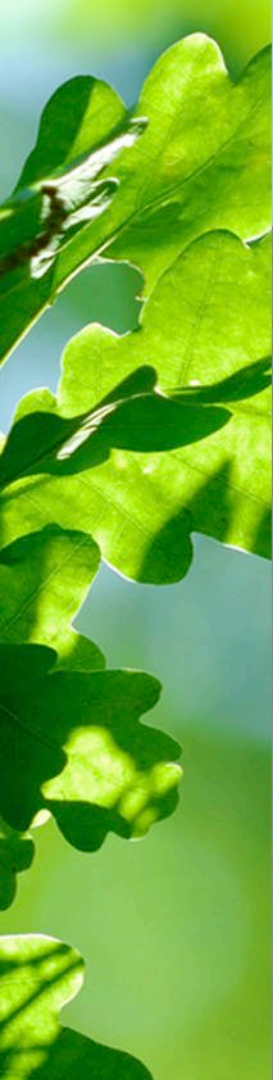
- The team works on culture shift in the neighborhood: promoting good biking behaviors, encouraging new families to ride to school, engaging the businesses in the area.



SMCOE School Travel Fellowship

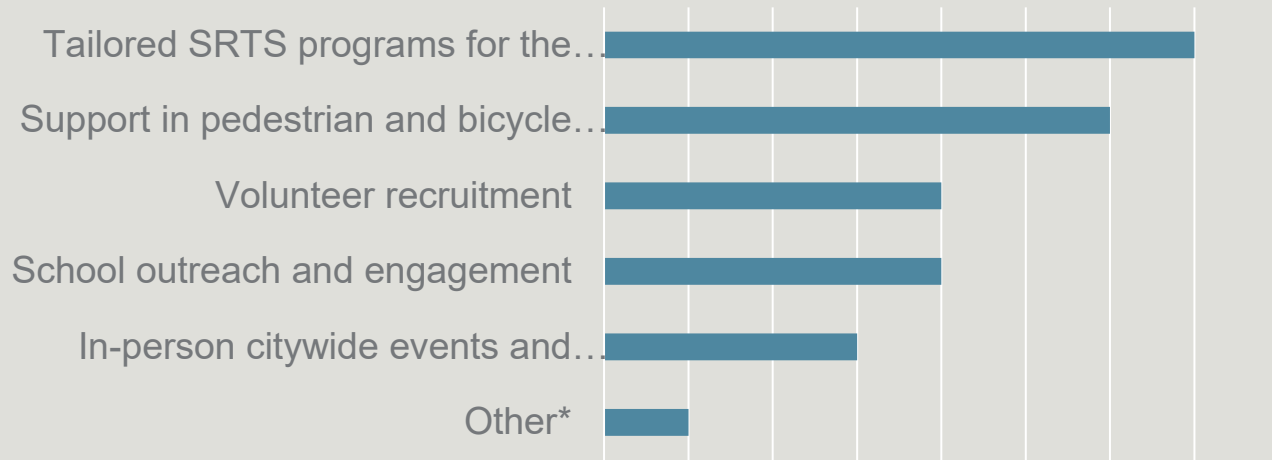
“Operation Safety”



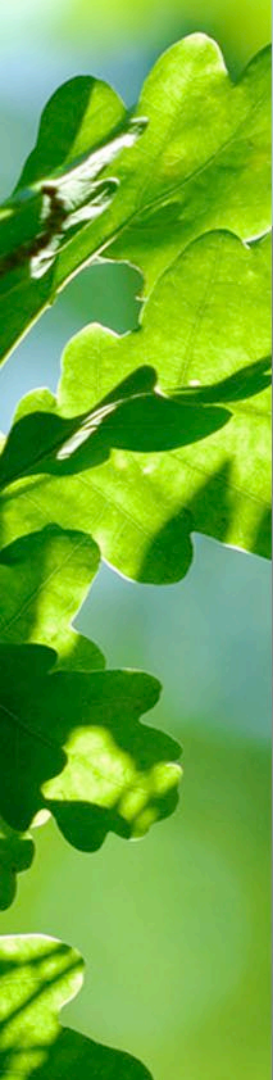


Next School Year Priorities

What would you like to see more in the Menlo Park SRTS Program?

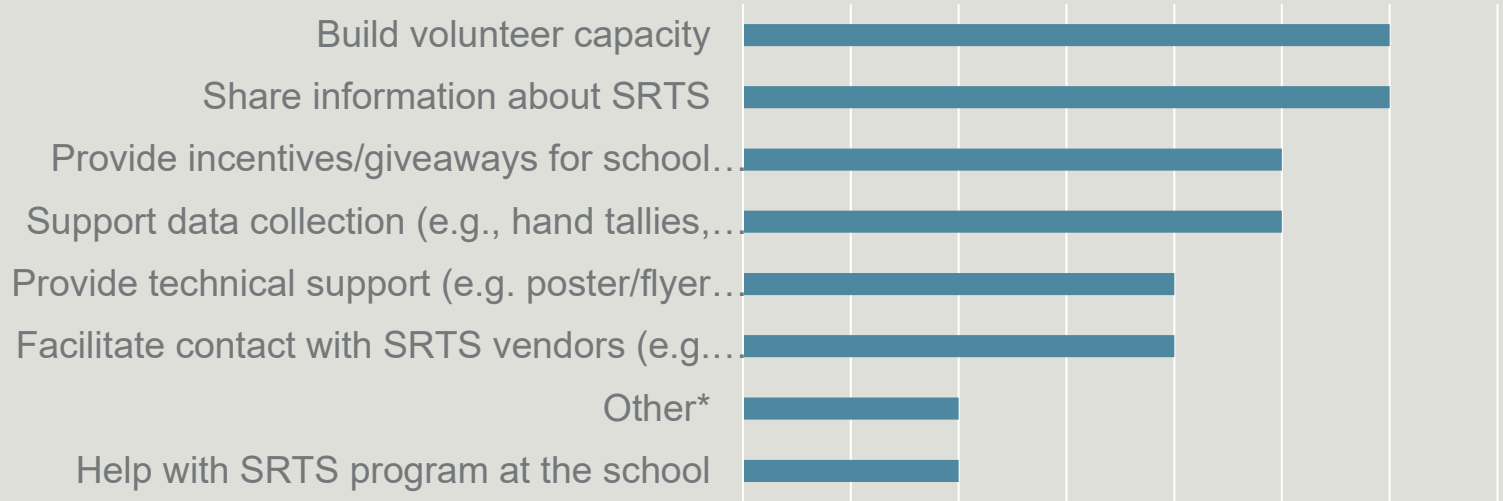


Data from the School Administrator and Parent Champion Survey, 2023



Next School Year Priorities

How can the City of Menlo Park's SRTS Coordinator help your school's SRTS efforts?





5) VOLUNTEER RECRUITMENT

Volunteer Recruitment

- Often mentioned as a challenge to SRTS efforts (bike rodeo, walk & roll to school days, etc.)
- Parents have competing responsibilities at the hours of the SRTS events (e.g. before school)
- Recruitment opportunities at the schools: back to school coffee, PTA meetings, others?
- How to cast a wider net of potential volunteers? E.g., Retired people, community members, etc.

6) EVALUATION

Evaluation

Student travel tallies | Spring 2023

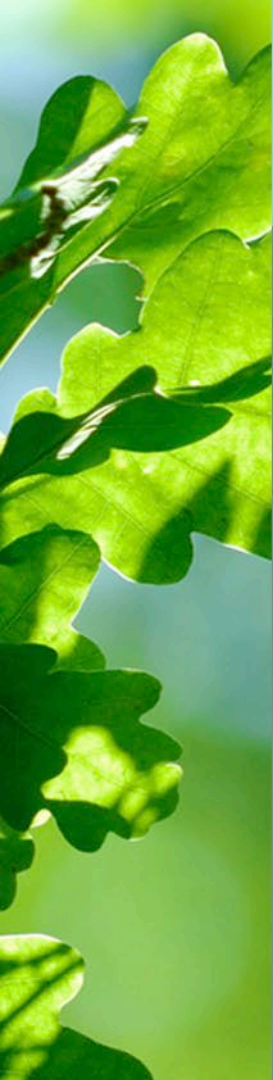
Student tallies capture how students travel to and from school and provide a snapshot of student travel behavior at each school, as well as contribute to tracking larger trends across the county and over time.

Collected each year, once or twice.

School Administrator and Parent Champion Survey | February 2023

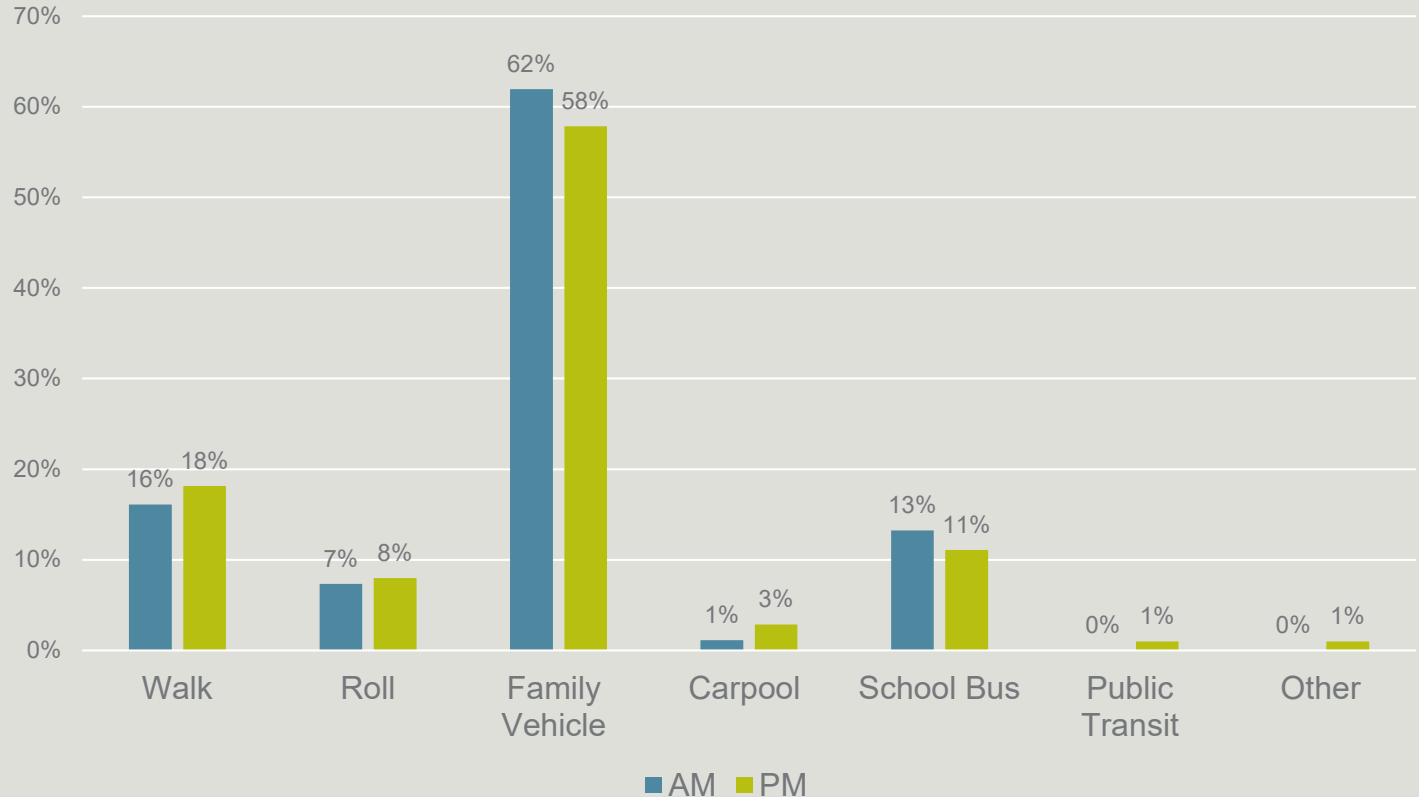
To track feedback from key stakeholders at schools and parent volunteers with unique surveys. Questions collected information about perceptions of the SRTS program, the challenges of implementing activities or events, ways the SRTS program could improve event delivery, and other feedback.

Last collection in 2020.



Student travel tallies

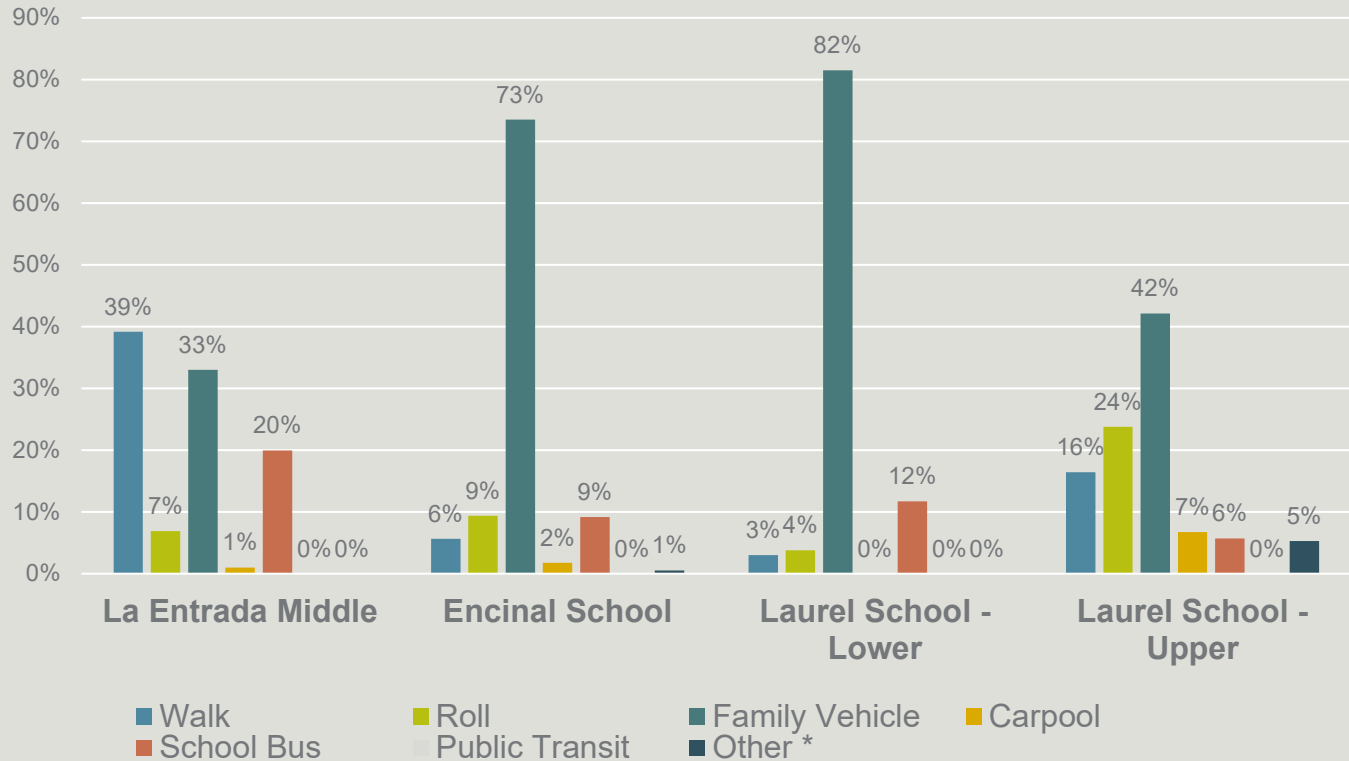
2023 Menlo Park School Travel Mode Share



Student travel tallies



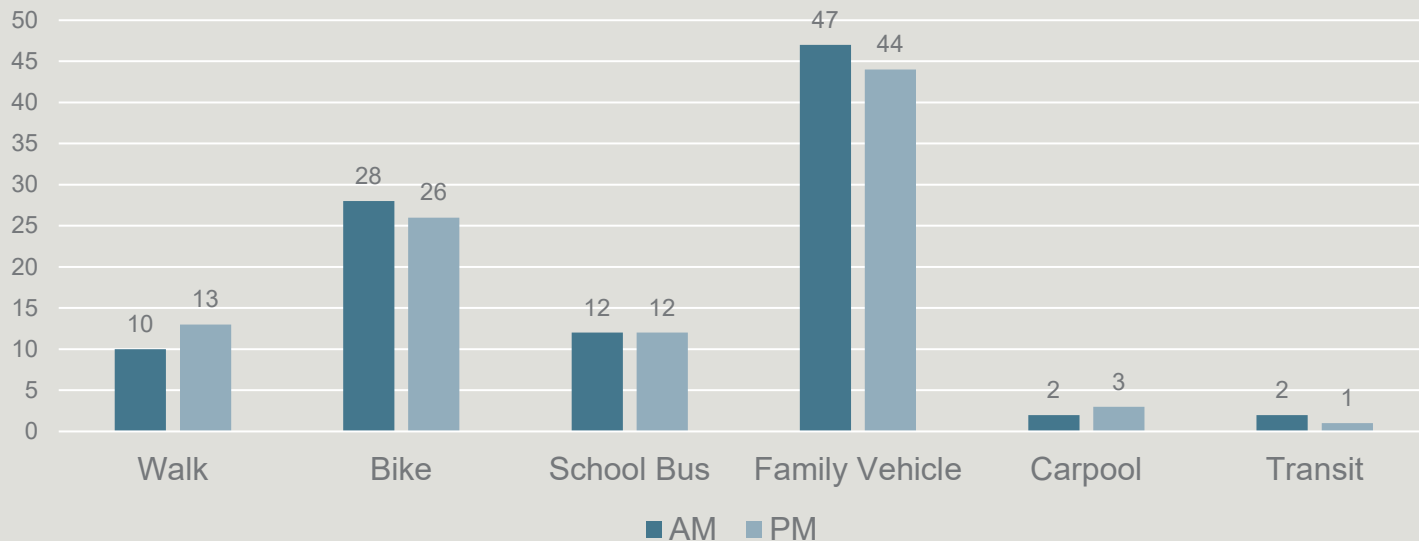
2023 Morning Travel Mode Share per School



*Other means "Park & Walk" for Laurel Upper

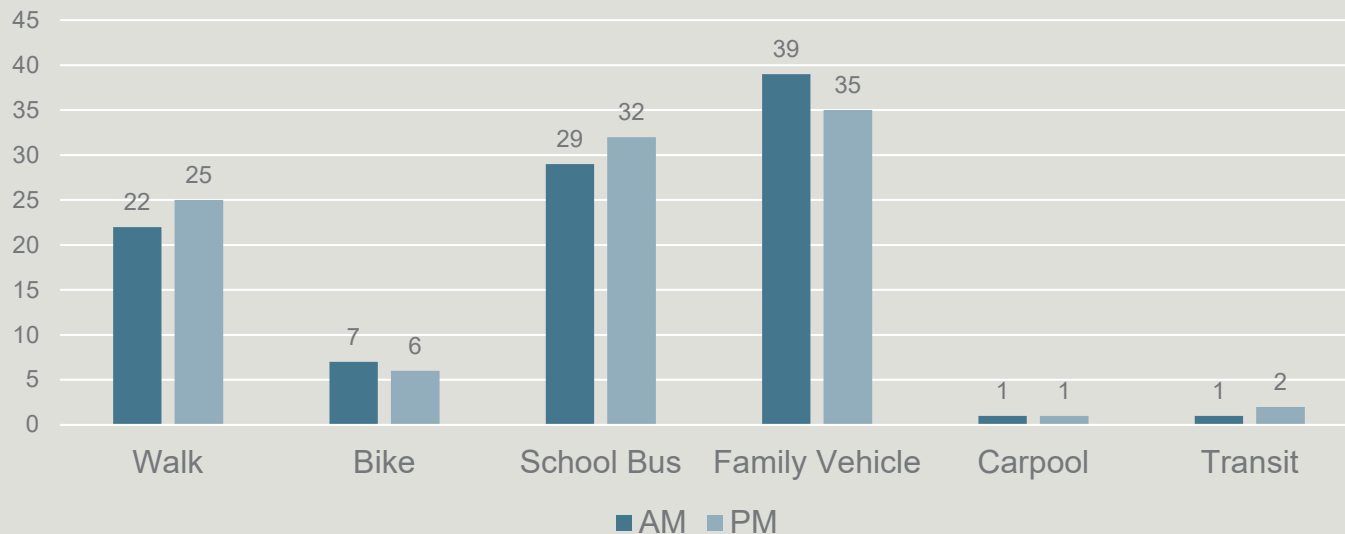
Student travel tallies

MPCSD Morning and Afternoon Travel Mode Comparison October 2021



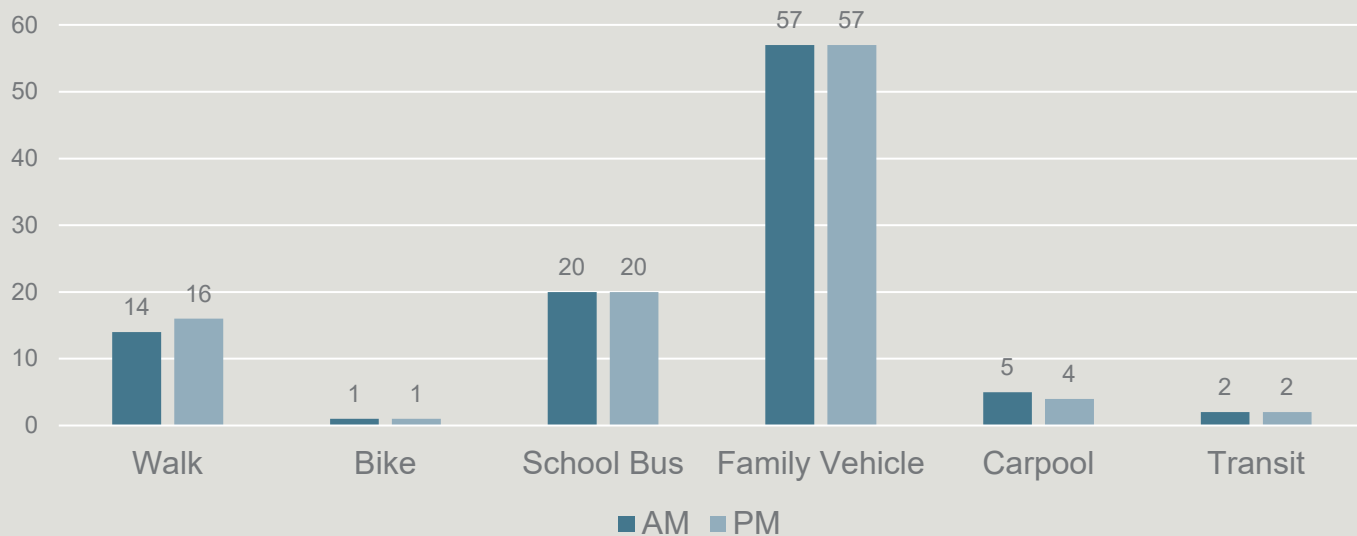
Student travel tallies

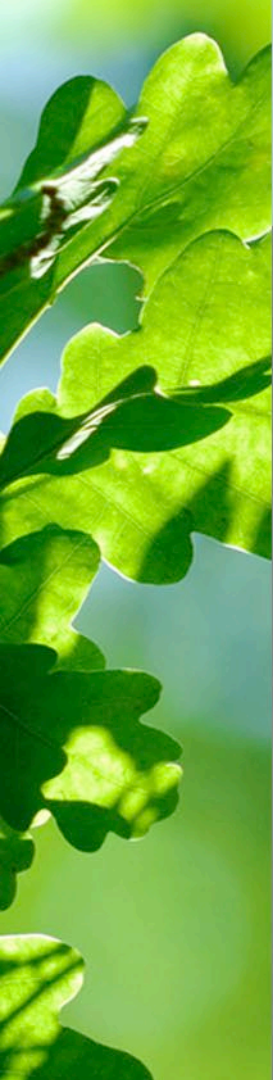
LLESD Morning and Afternoon Travel Mode Comparison October 2021



Student travel tallies

Belle Haven Elementary Morning and Afternoon Travel Mode Comparison October 2021



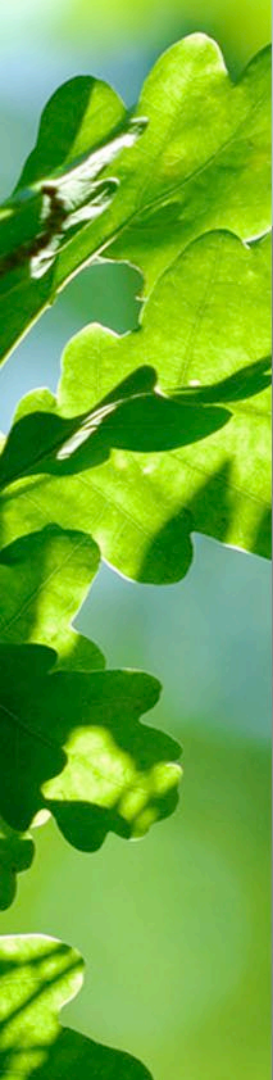


School Administrator and Parent Champion Survey



Survey and interview with representatives from:

- Encinal Elementary
- Hillview Middle
- La Entrada Middle
- Las Lomas Elementary
- Las Lomas Elementary School District
- Laurel School Elementary
- Menlo-Atherton High
- Ravenswood City School District
- San Mateo County Office of Education
- TIDE Academy



School Administrator and Parent Champion Survey

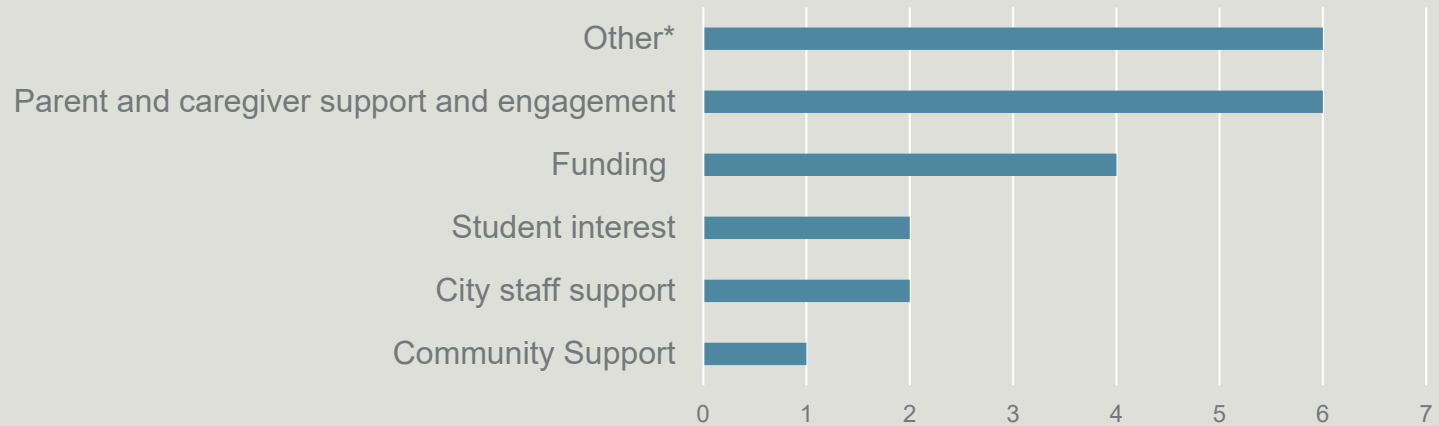


- Questions on ongoing SRTS efforts
- Challenges and Barriers
- SRTS Coordinator roles
- Communication
- Task Force meetings
- Opportunities and ideas to improve the program

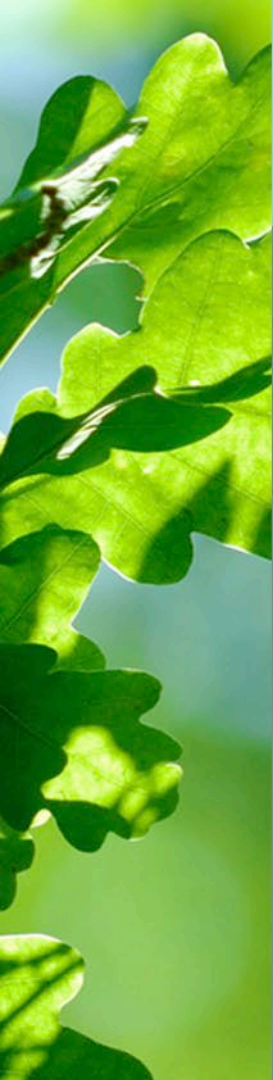
School Administrator and Parent Champion Survey



Challenges and barriers to implementing SRTS programs and activities at the school



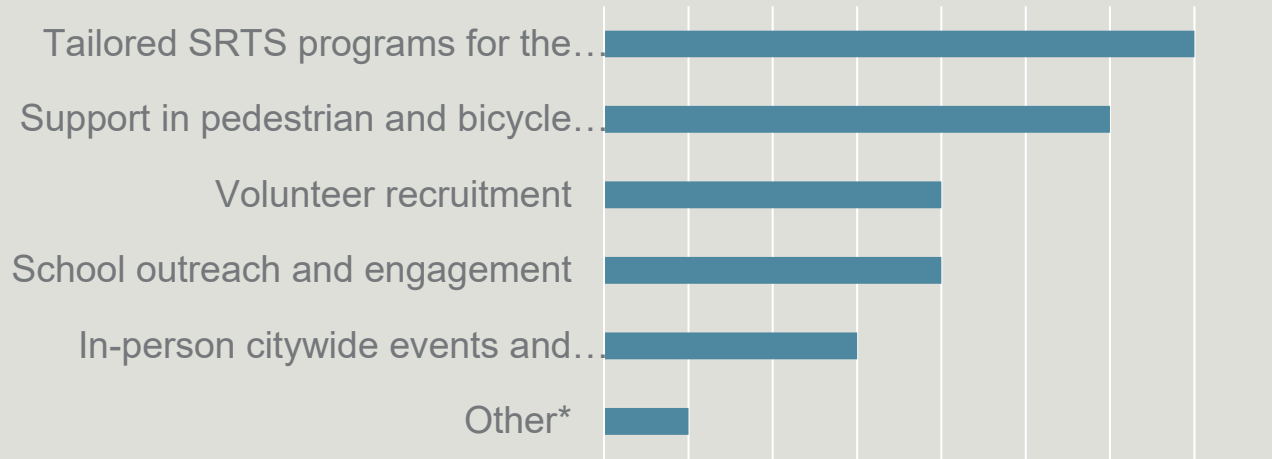
* Additional comments with the response "Other": Bandwidth, parent/volunteer training for crossing guard implementation, personnel or parent volunteers to coordinate SRTS events, time, traffic and safe routes and roads



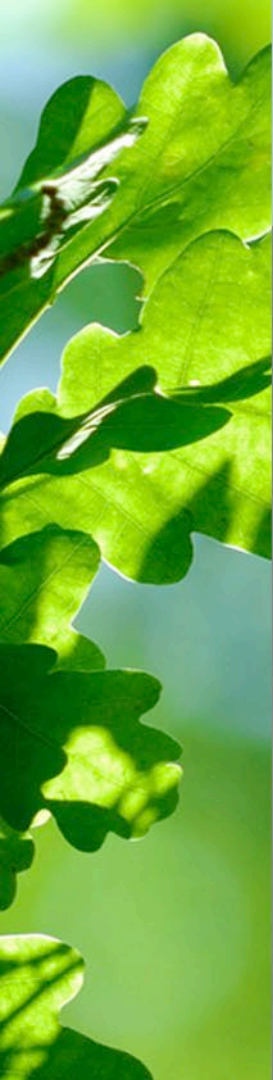
School Administrator and Parent Champion Survey



What would you like to see more in the Menlo Park SRTS Program?



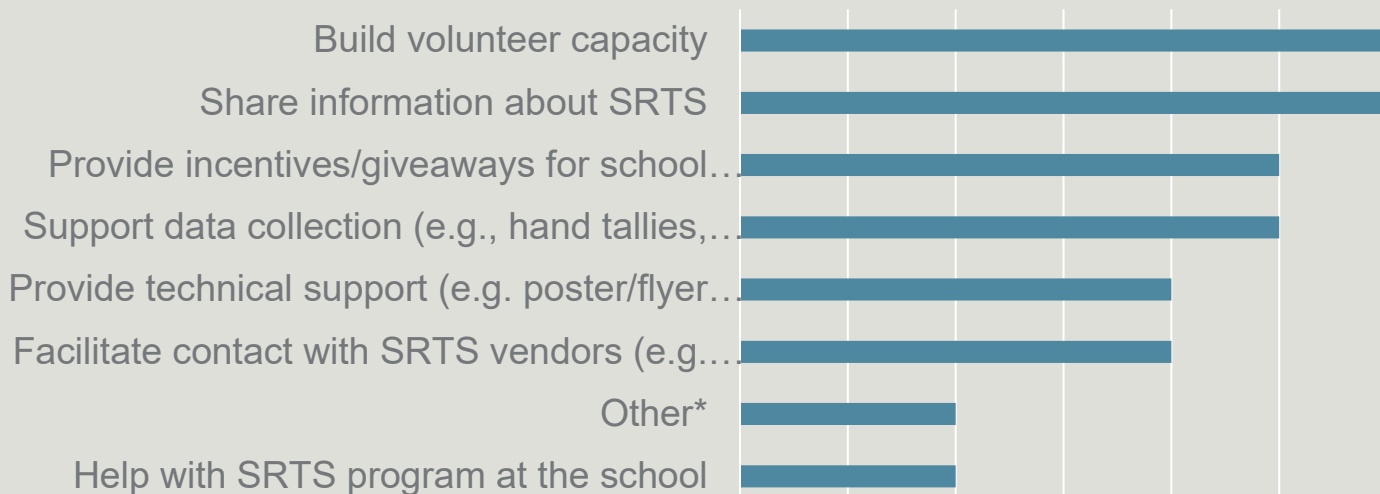
* Additional comments with the response "Other": focus on advocacy



School Administrator and Parent Champion Survey



How can the City of Menlo Park's SRTS Coordinator help your school's SRTS efforts?



* Additional comments with the response "Other": advocacy, pedestrian curriculum materials

School Administrator and Parent Champion Survey



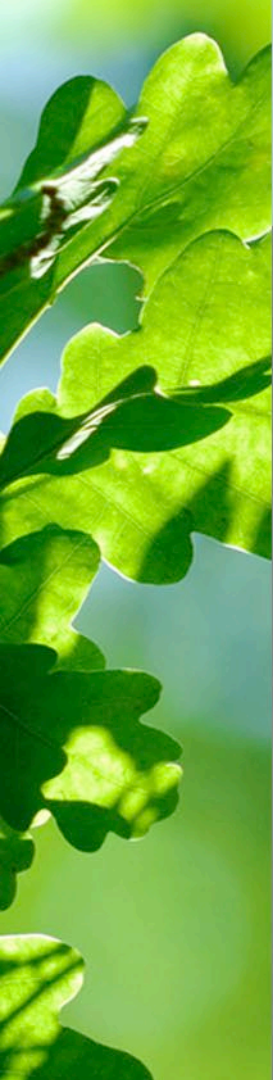
- **Support to access public transportation** and city shuttles for high school students
- Promote **skateboarding safety**
- **Bike repair** pop-up
- Provide **volunteer support, giveaway incentives and promotional materials** to help with the organization of school-based encouragement events
- Provide **carpool or bus-related giveaway incentives**
- **Increase visibility** of the SRTS events the schools
- **Improve outreach** : Cafecito's with the Principal, farmers' market, food distribution giveaways, meet and greet table at the school entrance at drop-off or pick-up periods, etc.
- **Collaborate** with **senior centers, after-school and summer camp programs, libraries**



7) TRAFFIC AND SAFETY UPDATES



8) CITY PROJECT UPDATES



CITY PROJECT UPDATES



- Middlefield pilot restriping is underway
Outreach on this pilot also will start in the fall and will include the portions of the corridor (from Willow Rd to Palo Alto border that will be repaved in the future)
- Belle Haven traffic calming plan improvements
To be constructed over the summer
- Vision Zero Action Plan/Local Road Safety Plan *Currently Identifying safety emphasis areas and expect outreach to commence later this summer and fall.*

CITY PROJECT UPDATES

- Middle Avenue Complete Street Project
Middle Avenue complete streets project – bicycle lane pilot to be installed in July. Outreach on the pilot to take place in the fall
- Ravenswood resurfacing project and updated striping
Will be completed in the next couple weeks and includes continuous bicycle lanes on both sides of the Ravenswood Avenue. Note that City Council approved making the pilot permanent
- Coleman-Ringwood Avenues Study
Survey closes on 6/16: <http://s.alchemer.com/s3/1ba8c2cd7c63>.

smcsustainability.org/colemanringwoodwalkbike

9) ANNOUNCEMENTS

ANNOUNCEMENTS

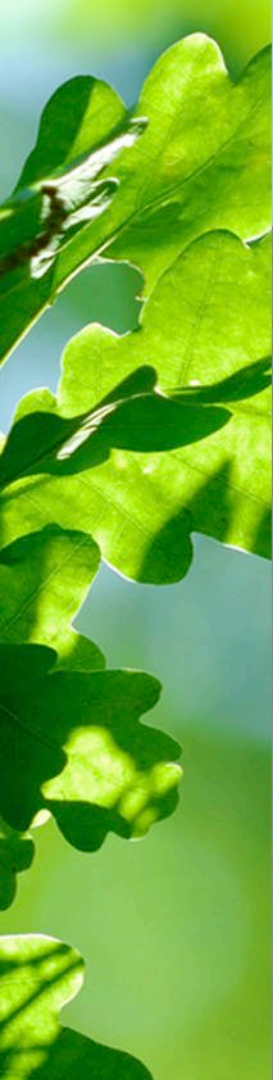
- **Wheel Kids Middle School Bike Skills Workshop**

Sunday, August 6, 8:30 am to 12:30 am

To register: wheelkids.com/msbs-menlopark/



10) NEXT MEETING



SAVE THE DATE!

- September, Thursday 14h, 9 am



THANK YOU!