



DATE: June 11th, 2018

TO: Transportation Authority of Marin Finance and Policy Executive Committee

FROM: Dianne Steinhauser, Executive Director
Derek McGill, Planning Manager

SUBJECT: Safe Routes to Schools Contract Approval (Action), Agenda Item No. 8

RECOMMENDATION

Refer this item to the TAM Board to authorize the Safe Routes to Schools Contract to Parisi Transportation Consultants, in the amount not to exceed \$2.85 million for a three-year period with two optional one-year extensions.

BACKGROUND

The Safe Routes to Schools Program of the Transportation Authority of Marin (TAM) is an education and incentive program that encourages children and parents to walk and bicycle, particularly to school. Safe Routes to Schools programs are designed to decrease traffic and pollution and increase the health of children and the community. The program addresses parents' safety concerns by educating children and the public, partnering with traffic law enforcement, and developing plans to create safer streets. Marin County pioneered the national Safe Routes to Schools program that has spread across the U.S. Marin's program has served as a model for many counties around the Bay Area and around the state and nation.

In August 2000, the National Highway Traffic Safety Administration funded the Marin County Bicycle Coalition and Walk Boston in Arlington Massachusetts, to develop a national model Safe Routes to Schools program. In November 2004, the voters of Marin passed a ½-cent, 20-year transportation sales tax, which dedicates 11% of funds raised to Safe Routes to Schools education and encouragement programs; a crossing guard program that provides adult supervision at busy crosswalks near schools; and Safe Pathways infrastructure projects, such as sidewalks, street crossings, and bike lanes.

TAM assumed management of the Safe Routes program in 2005 after Marin's local transportation sales tax measure went into effect. Parisi Transportation Consultants won a three-year contract, and subsequent contracts in 2008 and 2013, to provide Marin County's Safe Routes program, with an array of projects and programs that promote and support walking and biking to school.

DISCUSSION/ANALYSIS

On April 5th, 2018 TAM released a request for proposals (RFP) for the countywide Safe Routes to Schools Program. TAM announced the RFP on our TAM website and notified TAM's RFP/RFQ mailing list to solicit proposals.

Proposals were required to be submitted to TAM on May 7th, 2018, and TAM received one proposal from Parisi Transportation Consultants. A selection committee of TAM staff was convened to ensure that the proposal was qualified, and the committee determined that the proposal met all required qualifications. The proposal met the budget available, and TAM begun contract negotiations with Parisi Transportation Consultants.

The Marin County Safe Routes to Schools program was expanded last year to include additional funding for education and outreach programs from carryover funds that had accumulated, and the proposed scope of work will maintain the program currently in over 60 schools with 30,000 students participating. The program has matured over the last five-year contract period; the new contract will continue a regular system of monitoring, evaluation, and reporting. The program continues Street Smarts, Teen Clubs, Suggested Route Maps, and the excellent educational and training programs TAM provides in over 60 schools in Marin.

In addition, the program will continue:

- Coordination with Seven task forces, representing over 60 parent volunteers, and facilitation of new task forces.
- Development of up to 5 Route maps on an annual basis, and promotion of the schoolpool program for expansion in areas with large travel markets.
- Expanded Street Smarts from 3 jurisdictions to 10 jurisdictions, with proposed work to include all 12 jurisdictions in Marin.
- Continued and expanded qualitative and quantitative evaluation of the Safe Routes programs including GHG reduction metrics for use in Climate Action Plans.
- Coordination with Marin Transit's Yellow School bus and supplemental school bus programs.
- Continued education and encouragement programs including bike rodeos, and walk and roll Wednesdays, as well as high school education programs focused on safe walking, biking and driving behaviors.

FISCAL CONSIDERATION

Funding for this program primarily comes from Measure A, the existing ½-cent transportation sales tax. The Marin County Safe Routes program receives funding from Strategy 4- School Related Congestion and Safer Access to schools, and funding from Measure B the existing \$10 Vehicle Registration Fee, under Element 3 School Safety and Congestion Reduction.

Measure A Strategy 4.1 generates revenues of approximately \$750,000 a year. Due to the availability of past Safe Routes to Schools' grants, a carryover of funding is available for this program from this strategy and was discussed at the TAM Safe Routes to Schools Ad-Hoc committee that met multiple times in early 2017. Staff will draw down on these carryover funds to sustain the current level of Safe Routes programs at the increased level of effort with the program adopted in Fiscal Year 2017/18. Revenues from Measure A Strategy 4.3 Safe Pathways are also dedicated to this program of approximately \$100,000 a year, geared toward the development of concept plans for capital projects around schools. The program also receives 25,000 a year from TAM's Measure B \$10 VRF Element 3 Street Smarts.

The Final Expenditure Plan developed for the potential extension of Measure A, the ½-cent Transportation Sales Tax, would also provide approximately \$945,000 a year to sustain the current program levels. Carryover from the existing measure would also remain available for the current contract.

NEXT STEPS

Based on contract approval, the Safe Routes to Schools Program update to the TAM Board is tentatively scheduled to occur in September. With a contract in place, the Safe Routes team will prepare for the Fall 2018 school deployment.

ATTACHMENTS

N/A

THIS PAGE LEFT BLANK INTENTIONALLY