



**DATE:** June 24, 2021

**TO:** Transportation Authority of Marin Board of Commissioners

**FROM:** Anne Richman, Executive Director *Anne Richman*  
Dan Cherrier, Principal Project Delivery Manager

**SUBJECT:** Safe Routes to Schools Contract Extension (Action), Agenda Item No. 6b

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## RECOMMENDATION

Authorize the Executive Director to enter into Amendment 1 of Contract C-FY 19-02 with Parisi Transportation Consultants (PTC) for the Safe Routes to Schools (SR2S) Program. Contract to be increased by \$1.7 million to a new Not to Exceed amount of \$4.55 million. Contract term to be extended to June 30, 2023.

Staff presented the SR2S Program updates and the recommended contract amendment actions at two Ad-Hoc Safe Routes Committee meetings this spring. After consideration, the Ad-Hoc Committee unanimously recommended that the current contract be extended for two additional years.

## BACKGROUND

The SR2S of the Transportation Authority of Marin (TAM) is an education and incentive program that encourages children and parents to walk and bicycle, particularly to schools. The SR2S Program is 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 SR2S Program that has spread across the U.S. Marin's Program has served as a model for many counties around the Bay Area, the state and the nation.

TAM assumed funding and management responsibilities of the SR2S Program in 2005 after Marin's first local transportation sales tax measure went into effect. The Street Smarts element was added in 2006, with targeted messaging about safety at various critical locations. PTC won a three-year contract in 2005, and subsequent contracts in 2008, 2013, and 2018 to provide direct program management services for the SR2S Program, with an array of projects and programs that promote and support walking and biking to school. Primary funding for the SR2S Program comes from the Transportation Sales Tax.

## DISCUSSION/ANALYSIS

Staff has been working with the PTC team to monitor the success of the SR2 Program in encouraging green trips that do not rely on using a vehicle to transport students alone. A full evaluation report was presented to the TAM Board in July 2020 with predominately positive results. During 2020 and 2021, the Program saw many changes as schools reacted to the pandemic and adjusted their operations to meet local health

requirements. Many of the SR2S programs were adapted to online learning environments, and the program staff continue to evaluate what additional changes will be needed for the next school year.

Even aside from the pandemic, the PTC team is constantly adding new program elements that can help to deliver the Program more effectively and is also eliminating elements that have not been as effective. Some recent and anticipated updates include:

- An important component is the addition of bi-lingual program coordinators to help further expand the Program.
- Much of the work of the volunteers is coordinated through regionally based Task Forces. During the pandemic, with the flexibility of remote participation, attendance increased at several Task Force meetings. PTC is looking to increase the use of a hybrid meeting format to maintain the new level of interest.
- Entirely new messaging will be created for Street Smarts in the next few months.
- Staff has been working with the PTC team to explore opportunities to further expand the Program to additional schools.

### **FISCAL CONSIDERATION**

Due to the pandemic, the available budget for the SR2S Program was reduced for FY 20/21 to \$800,000. This was mostly accomplished by pausing on the Street Smarts element of the Program and the elimination of some on site activities. However, as previously reported, the financial forecasts have improved and program expenditures can return to historic levels. The requested Amendment will be sufficient for the program spending levels of \$970,000 for FY 21/22 and \$950,000 for FY 22/23. The extra \$20,000 for next year is to update the Street Smarts element of the Program. The funds for FY21/22 are already included in the TAM proposed budget.

### **NEXT STEPS**

As described above, following execution of the contract amendment, staff will continue to work closely with the PTC team to make sure the Program is updated in response to changing conditions, such as the recent pandemic and the expected return to more normal on-site school operations in the fall.

### **ATTACHMENTS**

N/A