



## ACTIVE TRANSPORTATION PROGRAM - CYCLE 2

# Application Form for Part A

*Parts B & C must be completed using a separate document*

**PROJECT unique APPLICATION NO.:**

04-San Mateo County Office of Sustainability-1

Auto populated

**Total ATP Funds Requested:**

\$ 966,000

(in 1000s)

Auto populated

**Important: Applicants must follow the CTC Guidelines and Chapter 22 of the Local Assistance Program Guidelines, and include attachments and signatures as required in those documents. Ineligible project elements may result in a lower score/ranking or a lower level of ATP funding. Incomplete applications may be disqualified.**

**Applicants are expected to use the corresponding "step-by-step" Application Instructions and Guidance to complete the application (3 Parts):**

**Part A: General Project Information**

**Part B: Narrative Questions**

**Part C: Application Attachments**

### Application Part A: General Project Information

**Implementing Agency:** This agency must enter into a Master Agreement with Caltrans and will be financially and contractually responsible for the delivery of the project within all pertinent Federal and State funding requirements, including being responsible and accountable for the use and expenditure of program funds. This agency is responsible for the accuracy of the technical information provided in the application and is required to sign the application.

**IMPLEMENTING AGENCY'S NAME:**

San Mateo County Office of Sustainability

**IMPLEMENTING AGENCY'S ADDRESS**

**CITY**

**ZIP CODE**

400 County Center, CMO 105

Redwood City

CA

94063

**IMPLEMENTING AGENCY'S CONTACT PERSON:**

Ellen Barton

**CONTACT PERSON'S TITLE:**

Active Transportation Coordinator

**CONTACT PERSON'S PHONE NUMBER:**

(650) 599-1420

**CONTACT PERSON'S EMAIL ADDRESS :**

ebarton@smcgov.org



**Project Partnering Agency:** Entities that are unable to apply for Active Transportation Program funds or that are unable to enter into a Master Agreement with the State must partner with an eligible applicant that can implement the project. **In addition, entities that are unfamiliar with the requirements to administer a Federal-Aid Highway Program project may partner with an eligible applicant that can implement the project.**

If another entity (Partnering Agency) agrees to assume responsibility for the ongoing operations and maintenance of the facility, documentation of the agreement (e.g., letter of intent) must be submitted with the project application, and a copy of the Memorandum of Understanding or Interagency Agreement between the parties must be submitted with the first request for allocation. For these projects, the Project Partnering Agency's information shall be provided below.

*(The Grant Writer's or Preparer's information should not be provided)*

**PROJECT PARTNERING AGENCY'S NAME:**

[Empty text box for Project Partnering Agency's Name]

**PROJECT PARTNERING AGENCY'S ADDRESS**

**CITY**

**ZIP CODE**

[Empty text box for Address]	[Empty text box for City]	CA	[Empty text box for Zip Code]
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**PROJECT PARTNERING AGENCY'S CONTACT PERSON:**

[Empty text box for Contact Person Name]

**CONTACT PERSON'S TITLE:**

[Empty text box for Contact Person Title]

**CONTACT PERSON'S PHONE NUMBER:**

[Empty text box for Contact Person Phone Number]

**CONTACT PERSON'S EMAIL ADDRESS :**

[Empty text box for Contact Person Email Address]

**MASTER AGREEMENTS (MAs):**

Does the Implementing Agency currently have a MA with Caltrans?

Yes  No

Implementing Agency's Federal Caltrans MA number

\_\_\_\_\_

Implementing Agency's State Caltrans MA number

\_\_\_\_\_

\* Implementing Agencies that do not currently have a MA with Caltrans, must be able to meet the requirements and enter into an MA with Caltrans prior to funds allocation. The MA approval process can take 6 to 12 months to complete and there is no guarantee the agency will meet the requirements necessary for the State to enter into a MA with the agency. Delays could also result in a failure to meeting the CTC Allocation timeline requirements and the loss of ATP funding.

**PROJECT NAME:** (To be used in the CTC project list)

Redwood City 2020 Sustainable Transportation Encouragement Project (STEP)

**Application Number:**  out of  **Applications**

**PROJECT DESCRIPTION:** (Max of 250 Characters)

Conduct Safe Routes to School walking and cycling audits and conduct encouragement and education programs for students and residents in the North Fair Oaks and south Redwood City areas of the Redwood City School District.

**PROJECT LOCATION:** (Max of 250 Characters)

Redwood City School District, south Redwood City, California and North Fair Oaks neighborhood, an area of unincorporated San Mateo County.



Will any infrastructure-improvements permanently or temporarily encroach on the State right-of-way?  Yes  No

If yes, see the application instructions for more details on the required coordination and documentation.

Project Coordinates: (latitude/longitude in decimal format) Lat. 37.297000 /long. 122.147000

Congressional District(s):  14  18

State Senate District(s):  13  State Assembly District(s):  22  24

Caltrans District(s):  04

County:

MPO:

RTPA:

MPO UZA Population:

**ADDITIONAL PROJECT GENERAL DETAILS: (Must be consistent with Part B of Application)**

**ESTIMATION OF ACTIVE TRANSPORTATION USERS**

Existing Counts:	Pedestrians	<u>6,165</u>	Bicyclists	<u>3,310</u>
One Year Projection:	Pedestrians	<u>9,123</u>	Bicyclists	<u>4,135</u>
Five Year Projection:	Pedestrians	<u>18,918</u>	Bicyclists	<u>2,019</u>

**BICYCLE AND/OR PEDESTRIAN INFRASTRUCTURE (Check all that apply)**

Bicycle: Class I  Class II  Class III  Other

Pedestrian: Sidewalk  Crossing  Other

Multiuse Trails/Paths: Meets "Class I" Design Standards  Other

**DISADVANTAGED COMMUNITIES**

Project contributes toward the Disadvantaged Communities funding requirement: the project must clearly demonstrate a direct, meaningful, and assured benefit to a community that meets any of the following criteria:  Yes  No

If yes, which criterion does the project meet in regards to the Disadvantaged Community (mark all that apply):

Household Income  Yes  No CalEnvioScreen  Yes  No

Student Meals  Yes  No Local Criteria  Yes  No

Is the majority of the project physically located within the limits of a Disadvantaged Community:  Yes  No

**CORPS**

Does the agency intend to utilize the Corps:  Yes  No



**PROJECT TYPE** (Check only one: I, NI or I/NI)

**Infrastructure (I)**  **OR Non-Infrastructure (NI)**  **OR Combination (N/NI)**

“Plan” applications to show as NI only

**Development of a Plan in a Disadvantaged Community:**  Yes  No

If Yes, check all Plan types that apply:

- Bicycle Plan**
- Pedestrian Plan**
- Safe Routes to School Plan**
- Active Transportation Plan**

**Indicate any of the following plans that your agency currently has:** (Check all that apply)

Bicycle Plan  Pedestrian Plan  Safe Routes to School Plan  Active Transportation Plan

**PROJECT SUB-TYPE** (check all Project Sub-Types that apply):

- Bicycle Transportation** % of Project 50.0 % (ped + bike must = 100%)
- Pedestrian Transportation** % of Project 50.0 %
- Safe Routes to School** (Also fill out Bicycle and Pedestrian Sub-Type information above)

**How many schools does the project impact/serve:** 5

If the project involves more than one school: 1) Insert “Multiple Schools” in the School Name, School Address, and distance from school; 2) Fill in the student information based on the total project; and 3) Include an attachment to the application which clearly summarizes the following school information and the school official signature and person to contact for each school.

School name: Multiple schools

School address: Multiple schools in North Fair Oaks area

District name: Redwood City School District

District address: 750 Bradford Street

Co.-Dist.-School Code: \_\_\_\_\_

School type (K-8 or 9-12 or Both)  **K-8** Project improvements maximum distance from school \_\_\_\_\_ mile

Total student enrollment: 3,536

% of students that currently walk or bike to school% 48.0 %

Approx. # of students living along route proposed for improvement: 3,500

Percentage of students eligible for free or reduced meal programs \*\* 95.0 %

\*\*Refer to the California Department of Education website: <http://www.cde.ca.gov/ds/sh/cw/filesafdc.asp>

*A map must be attached to the application which clearly shows the limits of: 1) the student enrollment area, 2) the students considered to be along the walking route being improved, 3) the project improvements.*



**Trails (Multi-use and Recreational):** *(Also fill out Bicycle and Pedestrian Sub-Type information above)*

Trails Projects constructing multi-purpose trails and are generally eligible in the Active Transportation Program. If the applicant believes all or part of their project meets the federal requirements of the Recreational Trails Program they are encouraged to seek a determination from the California Department of Parks and Recreation on the eligibility of their project to compete for this funding. This is optional but recommended because some trails projects may compete well under this funding program.

**For all trails projects:**

Do you feel a portion of your project is eligible for federal Recreational Trail funding?  Yes  No

If yes, estimate the total projects costs that are eligible for the Recreational Trail funding: \_\_\_\_\_

If yes, estimate the % of the total project costs that serve "transportation" uses? \_\_\_\_\_ %

Applicants intending to pursue "Recreational Trails Program funding" **must submit** the required information to the California Department of Parks and Recreation prior to the ATP application submissions deadline. (See the Application Instructions for details)

**PROJECT STATUS and EXPECTED DELIVERY SCHEDULE**

Applicants need to enter **either** the date the milestone was completed (for all milestones already complete prior to submitting the application) **or** the date the applicant anticipates completing the milestone. Applicants should enter "N/A" for all CTC Allocations that will not be requested as part of the project. Per CTC Guidelines, all project applications must be submitted with the expectation of receiving partially federally funded and therefore the schedule below must account for the extra time needed for federal project delivery requirements and approvals. *See the application instructions for more details.*

The agency is responsible for meeting all CTC delivery requirements or their ATP funding will be forfeited. For projects consisting of entirely non-infrastructure elements are not required to complete all standard infrastructure project milestones listed below. Non-infrastructure projects only have to provide dates for the milestones identified with a "\*" and can provide "N/A" for the rest.

MILESTONE:	DATE COMPLETED	OR	EXPECTED DATE
<b>CTC - PA&amp;ED Allocation:</b>	_____		_____
* CEQA Environmental Clearance:	_____		6/1/16
* NEPA Environmental Clearance:	_____		6/1/16
<b>CTC - PS&amp;E Allocation:</b>	_____		_____
<b>CTC - Right of Way Allocation:</b>	_____		_____
* Right of Way Clearance & Permits:	_____		6/1/16
Final/Stamped PS&E package:	_____		_____
* <b>CTC - Construction Allocation:</b>			9/1/16
* Construction Complete:			12/20/19
* Submittal of "Final Report"			2/15/20



**PROJECT FUNDING (in 1000s)**

Per CTC Guidelines, Local Matching funds are not required for any ATP projects, but Local Leveraging funds are strongly encouraged. See the Application instructions for more details and requirements relating to ATP funding.

**ATP funds being requested for this application/project by project delivery phase:**

ATP funds for PA&D:	_____	
ATP funds for PS&E:	_____	
ATP funds for Right of Way:	_____	
ATP funds for Construction:	_____	
ATP funds for Non-Infrastructure:	966,000	<i>(All NI funding is allocated in a project's Construction Phase)</i>
<b>Total ATP funds being requested for this application/project:</b>		<u>966,000</u>

**Local funds leveraging or matching the ATP funds:** \$0

For local funding to be considered Leveraging/Matching it must be for ATP eligible activities and costs. Per CTC Guidelines, Local Matching funds are not required for any ATP projects, but Local Leveraging funds are strongly encouraged. See the Application instructions for more details and requirements relating to ATP funding.

**Additional Local funds that are 'non-participating' for ATP:** 12,823,500

These are local funds required for the overall project, but not for ATP eligible activities and costs. They are not considered leverage/match.

**TOTAL PROJECT FUNDS:** 13,789,500

**ATP - FUNDING TYPE REQUESTED:**

Per the CTC Guidelines, All ATP projects must be eligible to receive federal funding. Most ATP projects will receive federal funding. however some projects may be granted State only funding (SOF) for all or part of the project.

Do you believe your project warrants receiving state-only funding?  Yes  No

If "Yes", provide a brief explanation. (Max of 250 characters) Applicants requesting SOF must also attach an "Exhibit 22-f"

**ATP PROJECT PROGRAMMING REQUEST (PPR):** In addition to the project funding information provided in Part A of the application, all applicants must complete the ATP Project Programming Request form and include it as Attachment B. More information and guidance on the completion and submittal of this form is located in the Application Instructions Document under Part C - Attachment B.



# **ACTIVE TRANSPORTATION PROGRAM - CYCLE 2**

## **Part B: Narrative Questions** (Application Screening/Scoring)

Project unique application No.: 04-San Mateo County Office of Sustainability-1

Implementing Agency's Name: County of San Mateo Office of Sustainability

**Important:**

- *Applicants must ensure all data in Part B of the application is fully consistent with Part A and C.*
- *Applicants must follow all instructions and guidance to have a chance at receiving full points for the narrative question and to avoid flaws in the application which could result in disqualification.*

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## **Part B: Narrative Questions** **Detailed Instructions for: Screening Criteria**

**The following Screening Criteria are requirements for applications to be considered for ATP funding. Failure to demonstrate a project meets these criteria will result in the disqualification of the application.**

**1. Demonstrated fiscal needs of the applicant:**

STEP will be implemented by a partnership between the Redwood City 2020 and the County of San Mateo Office of Sustainability. Redwood City 2020 is a community collaborative of which Redwood City School District is a core member. The County is an eligible entity to enter into a Master Agreement with Caltrans. Redwood City 2020's Safe Routes to School program is funded at an estimated \$86,000 per year, a 40% reduction in funding compared to prior years. The reduced funding level will cut back education and encouragement services, necessitating outside grant funds. No local funds are allocated by the County Office of Sustainability toward Active Transportation programs. The STEP project focus area of about five square miles includes North Fair Oaks and adjacent neighborhoods in south Redwood City. North Fair Oaks is a residential and mixed-use neighborhood of 15,000 in unincorporated San Mateo County. Publicity and community education opportunities will include about 40,000 residents in south Redwood City as well as North Fair Oaks. The program will be conducted over a period of three years. The project is not funded and is not part of any required environmental mitigation.

**2. Consistency with Regional Plan.**

STEP is included in MTC Plan Bay Area projects for San Mateo County as follows:  
240084: Implement San Mateo County's Safe Routes to Schools Program



STEP is consistent with MTC's Plan Bay Area goals as listed below.

Plan Bay Area Goals:

1. Climate Protection: STEP will reduce greenhouse gas emissions by reducing short driving trips and shifting them to active modes.
2. Healthy and Safe Communities:
  - a. STEP will improve air quality and reduce exposure to particulates by reducing short driving trips. Short trips (less than 5 miles) are especially polluting because the engine is not warmed up.
  - b. STEP will reduce injuries and fatalities from collisions of all types by increasing traffic safety education and engaging community members in positive behavior change
  - c. STEP will increase the amount of time residents spend walking or bicycling for transportation by 22 minutes per participant
3. Equitable Access: STEP promotes access to jobs and transportation for residents in a low-income community of concern by improving safety for people who walk, bicycle, and ride transit.
4. Economic Vitality: STEP improves economic vitality of the project area by reducing traffic congestion and delay while increasing foot traffic to local shops and services
5. Transportation System Effectiveness:
  - a. STEP will boost the number and proportion of trips taken without a car by at least 20%
  - b. STEP will reduce the vehicle miles traveled per capita for residents in the project area by at least 8% through a community-wide Transportation Demand Management and Safe Routes to School program

MTC Regional Bicycle Plan Policies:

Principal Goal: STEP furthers the goal of reducing traffic congestion and increasing opportunities for physical activity by encouraging bicycle use for daily short trips.



1. Goal 2.2: STEP ensures that bicyclists of diverse ability levels, including people new to bicycle use, receive appropriate resources and support to increase use of community facilities
2. Goal 3.1: STEP directs investments to reduce bicycle crashes through community-wide education of all roadway users
3. Goal 3.2: STEP supports local government enforcement for motorists and cyclists, including development of a traffic citation diversion program.
4. Goal 4.0: STEP will develop and implement a range of traffic safety education and promotion materials for cycling and walking
5. Goal 4.1: STEP will expand comprehensive safety awareness education for all roadway users
6. Goal 4.2: STEP will implement a comprehensive promotion and outreach effort that advocates for bicycle use as part of daily transportation
7. Goal 4.3: STEP will improve bicycle information in a variety of formats including web, mobile, print and in-person assistance.
8. Goal 9.0: STEP will collect detailed mode-share data for households in the project area, including baseline and post-implementation measurement of proportion of trips made by bicycle, walking, transit and other modes.

Part C: Attachment I includes additional Approved Plans whose goals STEP will achieve.



## **Part B: Narrative Questions**

### **Detailed Instructions for: Question #1**

#### **QUESTION #1**

**POTENTIAL FOR INCREASED WALKING AND BICYCLING, ESPECIALLY AMONG STUDENTS, INCLUDING THE IDENTIFICATION OF WALKING AND BICYCLING ROUTES TO AND FROM SCHOOLS, TRANSIT FACILITIES, COMMUNITY CENTERS, EMPLOYMENT CENTERS, AND OTHER DESTINATIONS; AND INCLUDING INCREASING AND IMPROVING CONNECTIVITY AND MOBILITY OF NON-MOTORIZED USERS. (0-30 POINTS)**

**A. Describe the following:**

**-Current and projected types and numbers/rates of users. (12 points max.)**

Redwood City 2020 Sustainable Transportation Encouragement Program (STEP) will implement a proven program of school-based and community-wide education, encouragement, and enforcement to increase traffic safety while increasing walking and bicycling trips and reducing vehicle traffic congestion. STEP is a comprehensive Community-wide Transportation Demand Management approach (modeled on Portland, Oregon's "Smart Trips") to shift residents' trips to active modes. STEP will reduce the proportion of community-wide drive alone trips by at least 8% and increase active trips by 25% over baseline counts within each year of the three year project period. STEP will result in statistically-valid mode shift data to document mode shift and reductions in traffic volume and delay.

The STEP project area population is about 55,000 including 15,000 residents in the unincorporated neighborhood of North Fair Oaks and 40,000 in adjacent neighborhoods of Redwood City. The majority of STEP services will serve North Fair Oaks which has a 74% Hispanic population (compared to 39% in Redwood City) and where 100% of students receive free or reduced price lunch at four of the five project area schools.

There is great potential for increased walking and bicycling trips within the five-square mile STEP project area. All residences are within two miles of retail centers and transit routes. Streets are in a grid pattern and 90% have sidewalks. The grid pattern allows walking trips to travel along low-traffic streets parallel to arterials for most trips.

Destinations accessible within a 1 mile walk of 70% of the residences include the following:



- North Fair Oaks Senior and Community Center
- North Fair Oaks Medical Clinic
- Hoover Elementary School
- Fair Oaks Elementary School
- Garfield Elementary School
- Everest Public High School
- Taft Elementary School
- SamTrans bus routes
- Middlefield Road Commercial District
- Friendship Park

Destinations accessible within a 2 mile bike ride for 100% of the project area include all of the above plus the following:

- Selby Lane Elementary School
- Downtown Redwood City Commercial Center
- Redwood City CalTrain Station and transit center
- County Center and Traffic Court
- Redwood City Hall and Library
- Red Morton Senior and Community Center and Park
- Kaiser Hospital and other medical services

There is great interest and support for walking and bicycling transportation in this community. Safe Routes to School encouragement programs were implemented in 2011 at Hoover Elementary School, for example, and rates of walking to school exceeded 50%.

STEP will increase walking trips by 20% (over baseline rates) within one year. Total enrollment at the five schools in the project area is 3,025. Current rates of walking to these schools range from 44% to 52% of all trips or a total of 1,083 walking trips per day. STEP will increase that to 1300 per day over a one year period, with an expected cumulative increase over the three year program to 1,700.



Rates of bicycling to school are currently ranging from 1% to 3%, resulting in 43 trips per day. STEP will increase these rates by 25% over the first project year to 52 trips per day and will expand the types of trips made by bicycle to reach new demographic groups with bicycle education and encouragement.

STEP includes robust data analysis components that will yield useful comparison measures between the travel mode shift of neighborhoods with different socio-economic and demographic characteristics. In the areas with higher income, for example, current walk to school rates are lower than in those in the North Fair Oaks project area, however infrastructure (sidewalks, crosswalks, etc.) is similarly available in both places. Measurements will assist in identifying opportunities beyond infrastructure to influence more active trips.

- B. Describe how the project links or connects, or encourages use of existing routes (for non-infrastructure applications) to transportation-related and community identified destinations where an increase in active transportation modes can be realized, including but not limited to: schools, school facilities, transit facilities, community, social service or medical centers, employment centers, high density or affordable housing, regional, State or national trail system, recreational and visitor destinations or other community identified destinations via: (12 points max.)**
- a. creation of new routes
  - b. removal of barrier to mobility
  - c. closure of gaps
  - d. other improvements to routes
  - e. educates or encourages use of existing routes

STEP will encourage use of existing routes to schools through an expanded Safe Routes to School program. STEP leverages the investments in improved infrastructure that both Redwood City and North Fair Oaks have made since 2008 to increase the use of sidewalks, bike ways and low-traffic streets that are currently under-utilized. STEP's school-based elements will include the following elements:

### **1. Safe Routes to School**

- a. Evaluation:
  - i. Conduct walk and bike audits at up to 4 elementary and middle schools. Document priority needs and action plans
  - ii. Implement regular counting of bike and walk rates at schools



- iii. Research factors affecting mode choice
- b. Education:
  - i. Traffic safety classes and assemblies at five schools
  - ii. Bicycle safety classes for grades 3 through 5
- c. Encouragement:
  - i. Walk to School Day: expand and support capacity of schools and parents to promote annual event
  - ii. Walking Wednesdays: support expansion of weekly encouragement programs
  - iii. Walking School Bus expansion
  - iv. Bike to School Day
  - v. Bike trains
- d. Enforcement:
  - i. Continue and augment the SPOKES bicycle education, maintenance and bicycle traffic safety rules awareness program operated in partnership with Redwood City Police Department
  - ii. Redwood City Police and County Sheriff Collaboration

STEP will measure the use of existing facilities to access transit, community services, shopping and other destinations through the travel mode surveys as described below:

## **2. Baseline and Follow-up Community Travel Mode Data**

- a. Conduct household travel survey to establish mode share data for all daily trips (walk, bike, transit, carpool, etc.)
- b. Conduct follow-up survey after project implementation to measure behavior change
- c. Analyze and report findings with recommendations for replication

## **3. Customized Trip Assistance and Encouragement**

- a. Engage a targeted group of 1000 residents in one-on-one mode-shift encouragement program



- b. Provide incentives and customized information assistance about transportation options using culturally appropriate methods and in accessible formats and languages to reach diverse populations
- c. Measure and document responses and effectiveness
- d. Replicate this approach with a different target group of 1000 each of the three project years

STEP will encourage use of existing facilities to access community services, retail areas, and employment through the following program elements:

#### **4. Community-wide safety awareness and marketing outreach**

- a. Partner with enforcement agencies to publicize traffic safety promotions to increase safety for people walking and bicycling
- b. Publicity and media promotions to improve receptivity toward Active Transportation
- c. Partner with Community Council and local businesses to conduct and expand events and activities that increase awareness and participation in walking and bicycling, including:
  - i. "Park"ing Day (Temporary parks created in on-street parking spaces)
  - ii. Open Streets Day (opening streets to walking and recreation, while temporarily closing streets to vehicles)
  - iii. Community Festival Day
  - iv. Community Garden/Farmers' Market celebration

#### **5. Bicycle encouragement program**

- a. Conduct a culturally-sensitive women's bicycle education center modeled on the Marin County Latina Women's Bicycle Program
- b. Partner with Siena Youth Center to expand bicycle education to children
- c. Partner with the Healthy Food program of Redwood City 2020 to establish a loaner bicycle transport fleet to assist with transporting/delivering produce
- d. Partner with faith communities to assist seniors to learn about bicycling as transportation and to experience three-wheel cargo bikes

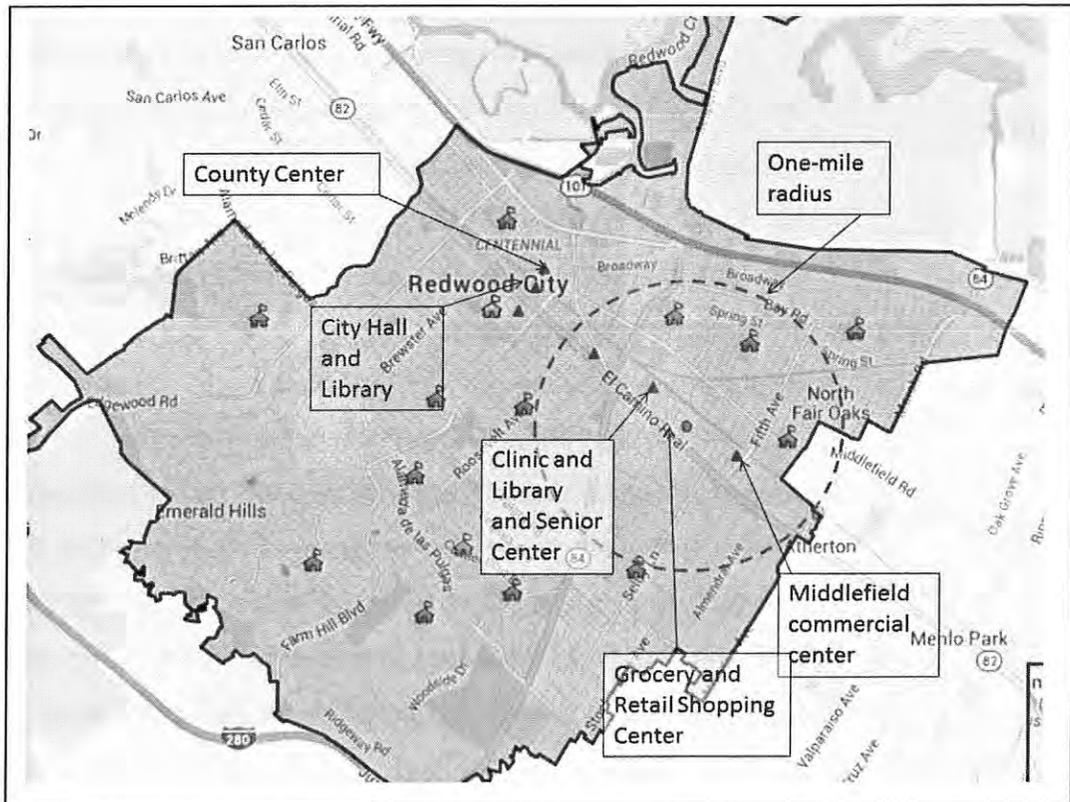


- e. Conduct bicycle events and social rides targeted toward people who currently do not bicycle such as Bicycle Fashion Show and Bicycle Prom

**6. Active Transportation Outings and events**

- a. Guided themed social walk series and walk route maps
- b. Guided themed social series of transit outings and maps
- c. Guided themed social series of social bicycle rides and route maps
- d. Bike to Shop Day promotion
- e. Bike to School Day
- f. Bike to Work Week

The below map outlining the Redwood City school district boundary shows local destinations currently accessible within a one mile radius of the center of the project focus area in North Fair Oaks. These destinations are accessible via existing sidewalks, crosswalks, and pedestrian over-crossings from residential areas. STEP will increase residents' awareness of safe walk and bike routes and increase rates of use of existing infrastructure.





- C. Referencing the answers to A and B above, describe how the proposed project represents one of the Implementing Agencies (and/or project Partnering Agency's) highest unfunded non-motorized active transportation priorities. (6 points max.)**

STEP builds on the work of Redwood City 2020 and North Fair Oaks Forward, both of which are on-going community collaboration efforts that have leveraged significant funds to improve community and school health in the Redwood City school district.

North Fair Oaks Community Plan has prioritized increases in active transportation as a key to achieving economic development, health, and safety goals. The North Fair Oaks Community Council conducted extensive outreach in 2013 and 2014 regarding a proposed road diet for Middlefield Road, the community's commercial main street, and a heavily used regional arterial. With the support of community members, the Council voted in July 2014 to reduce the number of lanes and parking spaces in order to increase space and safety for people walking and bicycling. The County has approved \$12.5 million for this complete streets infrastructure, currently in design phase and expected to begin construction in 2019. The Circulation and Parking Chapter of the North Fair Oaks Community Plan recommends strengthening and improving pedestrian and bicycle safety in many of its policies and goals. Examples include: Goal 3.2 prioritizes pedestrian access and encouragement; Goal 3.5 prioritizes innovative approaches to ease the parking congestion, specifying the use of new parking management techniques that encourage the use of transportation modes other than the automobile; Policy 5O and 5P prioritize the establishment of Transportation Demand Management programs, including monitoring and performance measures such as those included in STEP. Implementation of STEP to coincide with the road diet construction is a priority to address concerns about parking and traffic delay (shifting trips to walk and bike reduces parking requirements and traffic volume).

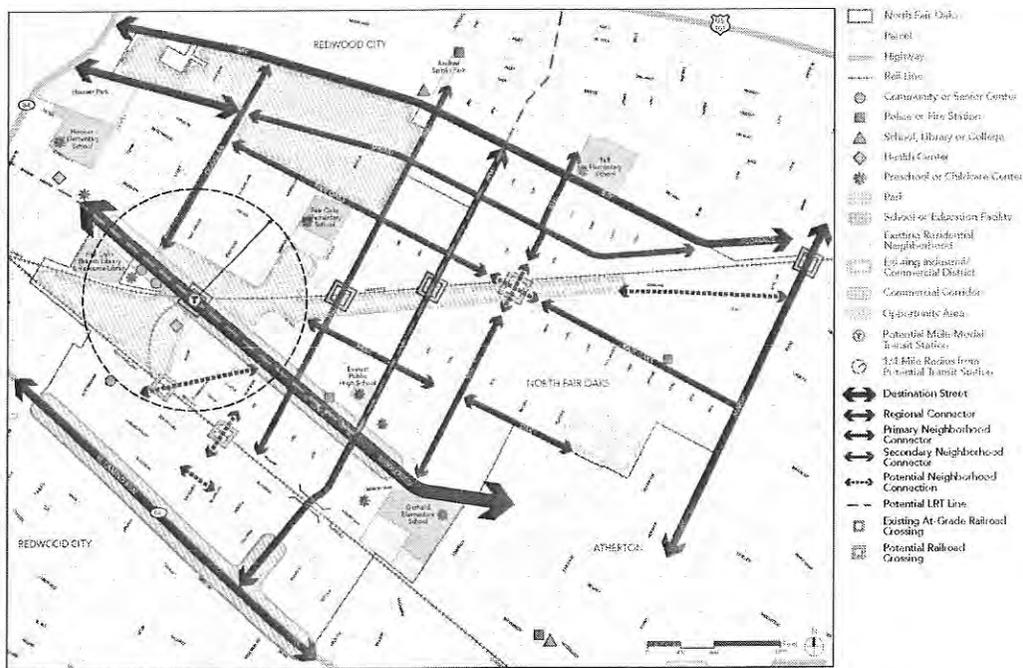
In 2007, Redwood City was awarded a \$153,000 grant through the Caltrans Environmental Justice Transportation Planning Program to conduct a neighborhood mobility study near the Hoover Elementary School area in North Fair Oaks. Results of



community outreach overwhelmingly prioritized interests in programs serving walking and bicycling trips. Since the 2009 completion of the Hoover School Plan, safe routes to school programs have become an important part of the community character. Challenges identified in the plan that are addressed by STEP include: Lack of transportation information about transit and bicycling, especially in appropriate languages; lack of perceived bicycle safety and security; lack of information about walk routes and existing overcrossing infrastructure. The below map shows some existing connection routes for the STEP project area:

CHAPTER TWO: LAND USE DESIGNATIONS

FIGURE 2.2: Land Use and Community Design Framework - Roadway Classifications and Connections



26 NORTH FAIR OAKS COMMUNITY PLAN

Additional maps showing priorities identified in the North Fair Oaks Community plan are included in Part C, Section I – Q1C.



## **Part B: Narrative Questions**

### **Detailed Instructions for: Question #2**

#### **QUESTION #2**

**POTENTIAL FOR REDUCING THE NUMBER AND/OR RATE OF PEDESTRIAN AND BICYCLIST FATALITIES AND INJURIES, INCLUDING THE IDENTIFICATION OF SAFETY HAZARDS FOR PEDESTRIANS AND BICYCLISTS. (0-25 POINTS)**

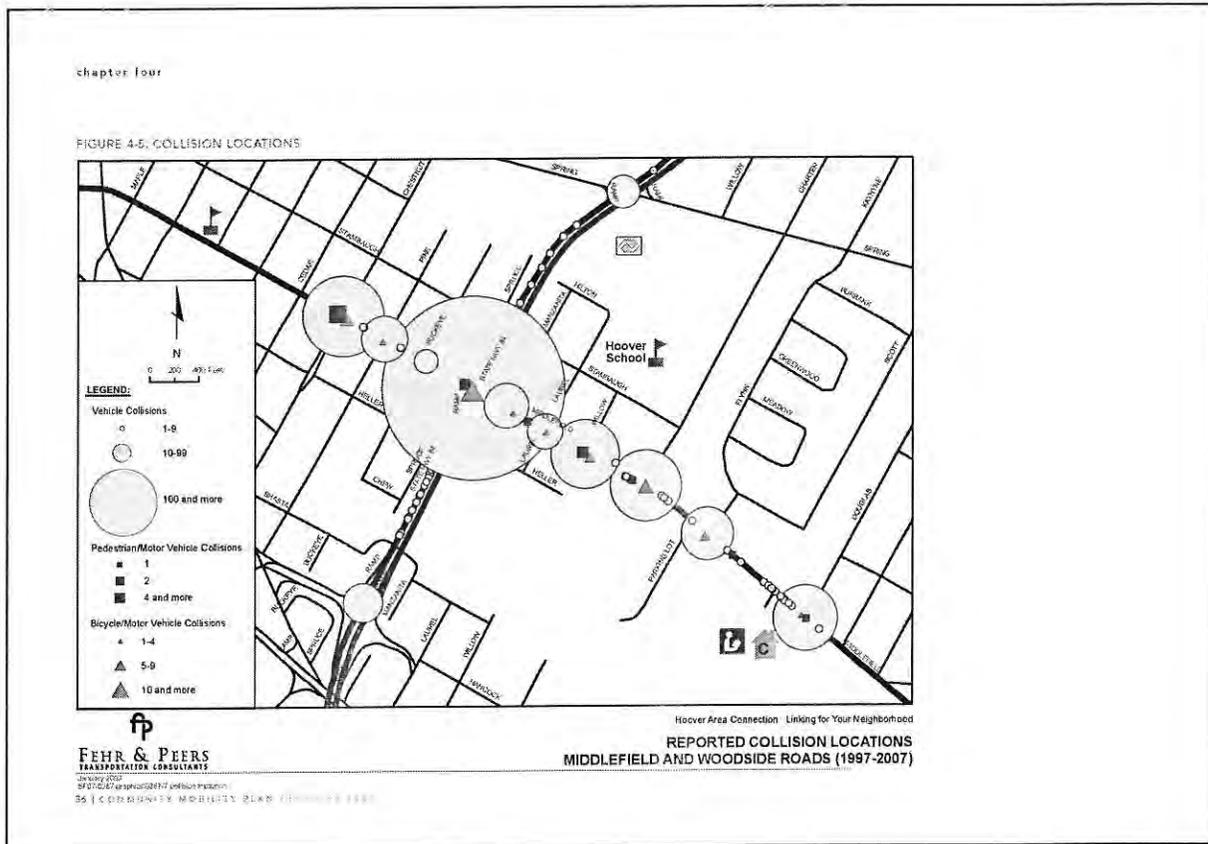
- A. Describe the plan/program influence area or project location's history of collisions resulting in fatalities and injuries to non-motorized users and the source(s) of data used (e.g. collision reports, community observation, surveys, audits). (10 points max.)

The project area around North Fair Oaks has the highest concentration of traffic crashes (130) and the highest concentration of pedestrian and bicycle crashes (76) in San Mateo County, including two pedestrian fatalities and two severe bicycle injury crashes (*California Statewide Integrated Traffic Records System (SWITRS), 2012*). In 2012, 25% of the pedestrian fatalities in San Mateo County were in this project area. Increased development in the project area, including more than 1.5 million square feet of new office space for Stanford University, will exacerbate traffic. Congestion on the adjacent stretch of Highway 101 is already the 10th worst in the region (*Texas Transportation Institute, 2011*) which spills over into local streets. The Middlefield Road Diet will reduce traffic lanes from four to three. Traffic delay is projected to increase at four key intersections, with delays projected up to 17 minutes per traffic light, according to traffic analysis conducted by San Mateo County Public Works.

Delays on the highway and at key intersections tend to increase cut-through traffic on local streets. Larger numbers of cars on local streets means a larger risk of crashes. It is important to pro-actively educate and encourage traffic safety for all roadway users to forestall and prevent crashes. The volume of car trips making very short trips in this area is high, according to research by the Texas Transportation Institute whose 2015 US 101 traffic study showed that fully 42% of highway trips on 101 are less than 5



miles long. If highway trips are this short, then a similar percentage of local road vehicle trips are likely even shorter, lending themselves to shifts to active modes. Implementing the STEP program at this time can change behavior and keep traffic flowing. Redwood City School District has conducted a walking audit at only one of the four public schools serving North Fair Oaks residents. The Safe Routes walk audit shows that there is high receptivity to active transportation: 50% of trips to school were made by walking where encouragement programs were implemented. This shows a strong opportunity for increasing active modes for all types of trips, not just the trip to school. The below map shows the location and volume of crashes documented in the Hoover School plan for the decade 1997 to 2007:



Crash rates have continued a generally upward trend for this area of San Mateo County over the last five years:



<b>Fatality Type (NHTSA FARS data)</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
Pedestrian	9	7	14	8	10
Bicyclist	2	2	3	3	1

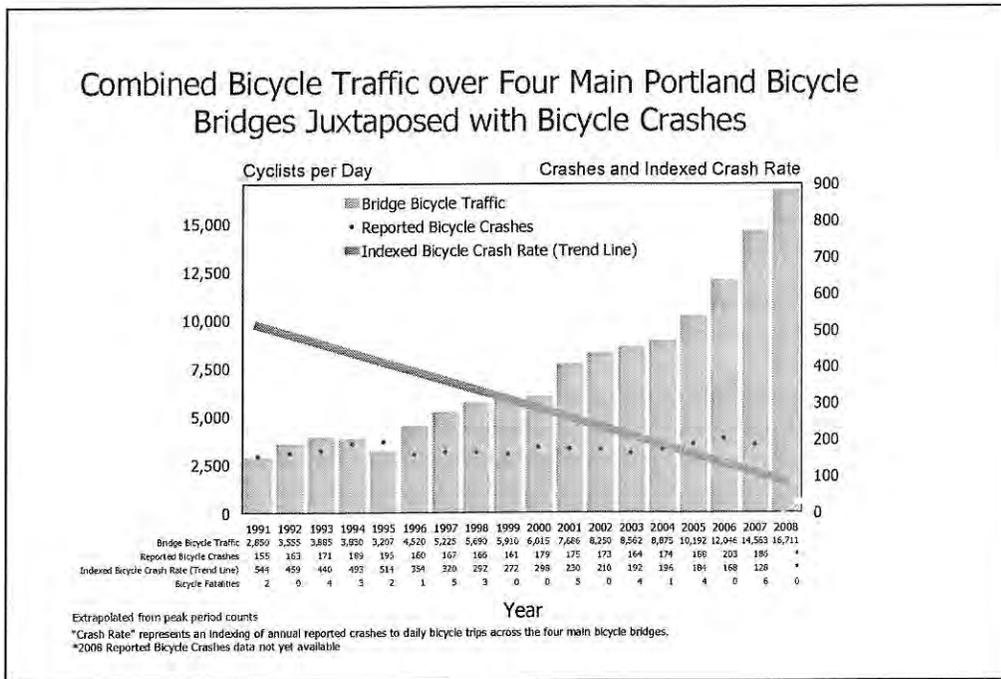
Maps of crash locations relative to each of the project area schools is included in attachments in Part C, Section I – Q 2A

**B. Describe how the project/program/plan will remedy (one or more) potential safety hazards that contribute to pedestrian and/or bicyclist injuries or fatalities; including but not limited to the following possible areas: (15 points max.)**

- Reduces speed or volume of motor vehicles in the proximity of non-motorized users.
- Improves sight distance and visibility between motorized and non-motorized users.
- Eliminates potential conflict points between motorized and non-motorized users, including creating physical separation between motorized and non-motorized users
- Improves compliance with local traffic laws for both motorized and non-motorized users.
- Addresses inadequate traffic control devices.
- Eliminates or reduces behaviors that lead to collisions involving non-motorized users.
- Addresses inadequate or unsafe traffic control devices, bicycle facilities, trails, crosswalks and/or sidewalks.

STEP will remedy hazards by reducing the volume of motor vehicles on local roads and by increasing compliance with traffic laws. STEP will also remedy hazards for people walking and cycling by reducing behaviors that lead to collisions. The basis for much of the STEP approach is “Safety in Numbers.” Safety for all roadway users increases as active modes increase. The data in Portland, Oregon, (see chart on page 16) shows that even as cycling increases, the rate of injury crashes decreases. Similarly, New York City has shown reduced pedestrian and motor vehicle crashes as cycling has increased in recent years. It is important to note that the increased rates of bicycle use shown in the chart are not associated with infrastructure projects, but with combined programs of encouragement.

The County Office of Education has purchased the Street Smarts traffic safety promotion materials developed in San Jose. These materials will be customized for use in the STEP program and will be deployed in a comprehensive publicity campaign including targeted enforcement in school zones for crosswalk and speed compliance.



How will STEP increase rates of walking and bicycle use to produce the “Safety in Numbers” effect? STEP applies the motivational, educational, and enforcement approaches of Safe Routes to School programs and applies those same methods in a modified way to encourage transportation behavior change in people of all ages and for all types of trip purposes. The program has five key parts:

- Safe Routes to School
- Baseline and Follow up Mode-share Measurement
- Customized Assistance and Education
- Community Events and Publicity
- Bicycle Education and Encouragement Program

**Safe Routes to School** will be implemented by Redwood City 2020 Safe Routes to School program through in-classroom presentations, after-school activities, walking audits, Walk to School Day events, and bicycle traffic education.

**Baseline Mode-Share Measurement** is conducted in a two-stage process. The first includes a household travel survey to reach 80% of the households in the project area



(approximately 40,000) to identify existing modes of travel for daily trips. The second phase identifies a demographically representative sub-set of the area of about 1000 households to participate in a more in-depth survey and an opportunity for participation in customized transportation education and assistance. Participants receive information and incentives and a follow-up survey to measure effectiveness of the assistance.

**Customized Assistance and Education** is a one-on-one interaction between trained individuals and local participants who express interest in information during the household travel survey phase (see above). Through positive messaging and culturally-appropriate, high-quality educational materials that address the specific information and mobility needs of the participant, a high rate of receptivity is achieved. These interactions take place during a one or two month period during the project year. STEP schedule will replicate the survey and assistance steps in three different population areas of about 1000 each during the three year project period, measuring mode shift results for each.

**Community Events and Publicity** extends the reach of awareness to the full community to create positive “buzz”. Community events include events such as: Guided themed walking tours (June), Bicycle Fashion Show (in February), “Park”ing Day (July), Bike to Shop Day (in May), and Summer Outings (in June and July) and local cultural events such as the North Fair Oaks Street Fair and parade. Each event includes publicity and partnerships with local organizations, businesses, and residents to leverage existing investments and align active transportation with positive activities. Summer Outings series is a bi-weekly series of themed, guided, group outings by transit, walking, cycling or a combination to encourage people who are new to active modes to enjoy and learn together. Transit outings for seniors will be hosted in partnership with the Senior Center. Publicity will include educational information about traffic rules and targeted enforcement to increase awareness among all roadway users of responsibilities and safety.

**Bicycle Education and Encouragement Program** provides additional education and encouragement for women and seniors and other community members new to cycling



for utility trips. A small fleet of comfortable step-through-frame bicycles will be available for use in classes and small group guided rides. Modeled on the Latina Women Bicycle program conducted in Marin County, STEP includes a culturally-sensitive outreach, assistance, and education program to assist Latina residents to learn ways to access community resources, jobs, and education by bicycle.

Data documenting the effectiveness of the STEP methodology in other cities and regions is included in attachments in Part C, Section I – Q2B.

## **Part B: Narrative Questions** **Detailed Instructions for: Question #3**

### **QUESTION #3**

#### **PUBLIC PARTICIPATION and PLANNING (0-15 POINTS)**

Describe the community based public participation process that culminated in the project/program proposal or will be utilized as part of the development of a plan.

- A. **Who:** Describe who was engaged in the identification and development of this project/program/plan (for plans: who will be engaged). (5 points max)

STEP is a collaboration between the County of San Mateo Active Transportation program and Redwood City 2020 Safe Routes to School program. Redwood City 2020 (formerly Redwood City 2000) is a collaborative comprised of eight non-profit and public core member organizations and hundreds of community-based affiliate organizations whose vision is that all people living in Redwood City and North Fair Oaks are healthy, safe, and successful. As a community collaborative, Redwood City 2020 approaches complex challenges by bringing community residents together with local organizations and public agencies to develop and implement a wide range of projects that are focused on addressing acute needs and building on strengths in our community. We facilitate collaboration and partnership, incubate new projects, spark innovation, leverage resources and fund programs, research and evaluate our work, and provide professional development. Our goals are to reduce the impact of poverty, improve the academic success of students, increase community engagement, and



enhance safety. While no single organization can address multifaceted community issues alone, we believe that by working together, we can effect the positive change needed in Redwood City and North Fair Oaks. Redwood City 2020 is a recognized leader state-wide in establishing Community Schools that improve parent involvement and educational outcomes. (see Attachment I-Q3A for more detail about Redwood City 2020 and for a list of core members).

The San Mateo Active Transportation program is part of the Office of Sustainability. Active Transportation works with partners to increase the proportion of daily trips made by active modes like walking, or riding the bus or bikes as part of the County's goals to reduce Greenhouse Gas emissions and comply with Climate Action Plans. The Active Transportation program will implement the STEP program's community-wide outreach and mode-shift measurement activities. Redwood City 2020 will implement the Safe Routes to School program elements.

The Redwood City 2020 Sustainable Transportation Encouragement Program (STEP) is part of a community-based multi-jurisdictional pilot project to shift short local trips in and around the North Fair Oaks neighborhood to walking and bicycling modes while increasing safety for all roadway users.

**B. How: Describe how stakeholders were engaged (or will be for a plan). (4 points max)**

Redwood City 2020 was formed in the early 1990s as Redwood City 2000 as a collaborative comprised of eight public and non-profit organizations whose mission is to promote the health, safety, and success of children, youth, and families in Redwood City. Since its opening Redwood City 2020 has implemented a model Community Schools program which has increased health and support services to students and families, with successes especially in the North Fair Oaks area. Safe Routes to School programs have involved 251 volunteers during the 2013-14 school year alone, and active trips continue to grow among students. Redwood City 2020 has been instrumental in helping the school district to win grant awards from the Grove



Foundation (\$30,000), the Heising-Simons Foundation (\$400,000) and the Shinnyo-en Foundation (\$43,750), among others.

Members of the Redwood City 2020 Leadership Council consists of representatives from the Redwood City Council, Redwood City School District, San Mateo County Human Services Agency, San Mateo County Health Department and others.

Community members are engaged in the Safe Routes to School work of Redwood City 2020 as a fundamental guiding principle of Community Schools. Establishing and building trust through on-going supportive engagement with parents and regular events and community meetings has enabled parents to feel welcome and engaged. Redwood City 2020 publishes quarterly newsletter, and conducts quarterly leadership council meetings, in addition to monthly engagement activities at individual schools.

The Safe Routes to School program convenes quarterly team meetings with members of the enforcement community, health department staff, Active Transportation staff, and the County Office of Education to evaluate and plan.

North Fair Oaks Forward is a community collaborative formed to improve the health and economy of the unincorporated neighborhood of North Fair Oaks, just south of Redwood City. Through establishment of a Community Council which acts in an advisory role to the County Board of Supervisors, North Fair Oaks Forward has achieved success in reducing crime, reducing illegal dumping, and establishing a community health clinic adjacent to the senior center and library. Members of the Council include local business leaders, non-profit service providers, and other members of the community dedicated to improving quality of life.

Community participation led by NFO Forward will continue to include monthly committee meetings and regular community pot luck meals with featured discussion topics and speakers. In 2014, in partnership with the County Health Department, a multi-day workshop on designing streets for active modes was held providing training



on the National Association of City Transportation Officials (NACTO) Design Guidelines.

- C. **What:** Describe the feedback received during the stakeholder engagement process and describe how the public participation and planning process has improved the project’s overall effectiveness at meeting the purpose and goals of the ATP. (5 points max)

The North Fair Oaks Community Council has approved a road diet for Middlefield Road, a major arterial that is also the community retail center for North Fair Oaks. The road diet will construct expanded sidewalks and bicycle facilities, but the community is concerned about traffic back-ups and cut-through traffic: studies for the road diet show increased vehicle delays at intersections and increased car trips on side streets including along suggested walk routes to schools. The North Fair Oaks Community Plan included extensive outreach of a three-year period to develop goals and policies that overwhelmingly prioritize walking and bicycling transportation at the top of every list. Documentation of the door-to-door outreach and multi-faceted community engagement is included as an attachment in Part C, Section I – Q3B

- D. Describe how stakeholders will continue to be engaged in the implementation of the project/program/plan.

Because STEP is an outreach and encouragement program to begin with, community engagement is an integral part of the program. Redwood City 2020 will continue to involve residents, students, and schools in the Safe Routes to School program and its expanded elements in STEP. Community members will assist in the design of program elements through one-on-one interactions in STEP outreach and education and through the quarterly Safe Routes to School team meetings.

## Part B: Narrative Questions Detailed Instructions for: **Question #4**

**QUESTION #4**

**IMPROVED PUBLIC HEALTH (0-10 points)**

- **NOTE:** Applicants applying for the disadvantaged community set aside must respond to the below questions with health data specific to the disadvantaged communities. Failure to do so will result in lost points.



**A. Describe the health status of the targeted users of the project/program/plan. (3 points max)**

The Stanford University Gardener Center conducted the *Healthy Schools Initiative Study (2012)* to look at health as it relates to academic performance in four San Mateo County school districts. Two of the schools included in the study (Fair Oaks and Hoover) are located in North Fair Oaks. The study noted that health-related factors such as hunger or physical activity affect test scores. Redwood City 2020 established the Community Schools program for North Fair Oaks schools to address health disparities in this area that may be connected to low income.

The rate of eligibility for free and reduced priced meals at four of the five North Fair Oaks schools indicates a concentration of low-income residents. These schools are called "Provision 2 Schools" which provide 100% of the students with free meals because the eligibility rate is higher than 90%. A description of the Provision 2 program of the National School Lunch Act is included in Part C, I – Q4A.

Census data and San Mateo County Community Health Assessment data are not detailed enough to show health trends specific to the North Fair Oaks neighborhood. For San Mateo County generally, children in poverty is trending worse in recent years currently at 12%. Pedestrian/vehicle injury collision rates are trending up in the last five years, from 584 in 2008 to 746 in 2013, according to the County Health Rankings ([www.countyhealthrankings.org](http://www.countyhealthrankings.org)). Bicycle/vehicle crash rates are trending up from 80 (in 2009) to 125 (in 2013).

**B. Describe how you expect your project/proposal/plan to enhance public health. (7 points max.)**

STEP will increase daily physical activity through active trips by increasing the proportion of people who understand what types of trips they can make by walking or cycling rather than driving. The method used, based on the Portland, Smart Trips model, results in an average increase of 22 minutes of physical activity per day per participant. The customized nature of the assistance results in a high retention or



continuation of the active trip behavior over ensuing years. For example, a person who, through STEP assistance, identifies a once-a-week trip to a place of worship that can be made by transit rather than by car is more likely to continue to use transit regularly for that trip. Research to follow up on behavior change in Perth, Australia, where a the similar “Travel Smart” program was conducted showed the continuation of active trips five years after the initial intervention.

Physical activity increases are correlated with reductions in chronic disease, diabetes, and with overweight and obesity. Centers for Disease Control research show that even small amounts of increased physical activity at moderate rates lead to improved health outcomes.



## **Part B: Narrative Questions**

### **Detailed Instructions for: Question #5**

#### **QUESTION #5**

#### **BENEFIT TO DISADVANTAGED COMMUNITIES (0-10 points)**

##### **A. Identification of disadvantaged communities: (0 points – SCREENING ONLY)**

To receive disadvantaged communities points, projects/programs/plans must be located within a disadvantaged community (as defined by one of the four options below) AND/OR provide a direct, meaningful, and assured benefit to individuals from a disadvantaged community.

1. The median household income of the census tract(s) is 80% of the statewide median household income
2. Census tract(s) is in the top 25% of overall scores from CalEnviroScreen 2.0
3. At least 75% of public school students in the project area are eligible for the Free or Reduced Priced Meals Program under the National School Lunch Program
4. Alternative criteria for identifying disadvantage communities (see below)

Provide a map showing the boundaries of the proposed project/program/plan and the geographic boundaries of the disadvantaged community that the project/program/plan is located within and/or benefiting.

**Option 1:** Median household income, by census tract for the community(ies) benefited by the project:  
\$ \_\_\_\_\_

- Provide all census tract numbers
- Provide the median income for each census track listed
- Provide the population for each census track listed
- Median household income for NFO 2009-2013 = \$60,459 (statewide=\$61,094)

**Option 2:** California Communities Environmental Health Screening Tool 2.0 (CalEnviroScreen) score for the community benefited by the project: \_\_\_\_\_

- Provide all census tract numbers
- Provide the CalEnviroScreen 2.0 score for each census track listed
- Provide the population for each census track listed

**Option 3:** Percentage of students eligible for the Free or Reduced Price Meals Programs: 91 %

- Provide percentage of students eligible for the Free or Reduced Meals Program for each and all schools included in the proposal
  1. Fair Oaks School: 89% (Provision 2 School)
  2. Garfield School: 94% (Provision 2 School)
  3. Hoover School: 91% (Provision 2 School)
  4. Taft School: 87% (Provision 2 School)
  5. Selby Lane School: 89%

**Option 4:** Alternative criteria for identifying disadvantaged communities:

- Provide median household income (option 1), the CalEnviroScreen 2.0 score (option 2), and if applicable, the percentage of students eligible for Free and Reduced Meal Programs (option 3)



- Provide ADDITIONAL data that demonstrates that the community benefiting from the project/program/plan is disadvantaged
- Provide an explanation for why this additional data demonstrates that the community is disadvantaged

**B. For proposals located within disadvantage community: (5 points max)**

What percent of the funds requested will be expended in the disadvantaged community? 90 %  
Explain how this percent was calculated.

Promotional materials, education, and enforcement and events will be targeted 90% to the North Fair Oaks community. Publicity materials, such as mobile applicants, printed materials, and website outreach will be available to the adjacent neighborhoods at marginal additional cost (approximately 10% of project budget). The data collection process will include approximately 10% of households in areas that are not disadvantaged in order to measure potential effectiveness of mode shift programs among different demographic groups.

**C. Describe how the project/program/plan provides (for plans: will provide) a direct, meaningful, and assured benefit to members of the disadvantaged community. (5 points max)**

Define what direct, meaningful, and assured benefit means for your proposed project/program/plan, how this benefit will be achieved, and who will receive this benefit.

STEP will provide services to residents of North Fair Oaks providing education, encouragement, events, and assistance directly to residents and students.

An example of meaningful benefit that STEP will bring to disadvantaged community members is the Latina Women Bike educational program. This program is modeled on a Marin County initiative which partnered with a non-profit community organization to bring culturally-sensitive education and resources to women in a low-income community. By patiently and flexibly respecting the perceptions, barriers, cultural, family, and linguistic realities of these community members, the program assisted a group of young mothers to learn to ride comfortable, utilitarian bicycles. With practice and support, these women were able to access a near by trail which connected their neighborhood with an education and employment center 10 minutes away. Without



bicycles, this distance was not feasible by walking. With bicycles, enormous social, civic, educational, and economic opportunities opened up. STEP envisions a similar possibility for access to services and opportunities in downtown Redwood City which is about a 10 minute bike ride from North Fair Oaks.

A description of the Marin County Latina Women Bike program is included in Part C as an Attachment for I – Q 5C.



## Part B: Narrative Questions

### Detailed Instructions for: **Question #6**

#### QUESTION #6

#### **COST EFFECTIVENESS (0-5 POINTS)**

- A. Describe the alternatives that were considered and how the ATP-related benefits vs. project-costs varied between them. Explain why the final proposed alternative is considered to have the highest Benefit to Cost Ratio (B/C) with respect to the ATP purpose of "increased use of active modes of transportation". (3 points max.)

Redwood City 2020 and the County Active Transportation program considered two alternatives for ATP funding:

- a program of investment only in Safe Routes to School or,
- a Commute-oriented Transportation Demand Management program.

The drawback of investing only in Safe Routes to School (without a community-wide program like STEP) is primarily that the mode shift results are smaller given the smaller target population and the smaller focus of trip-types. There is also a larger administrative burden to managing the grant funds, proportionately too large to justify funding through the ATP source for a smaller grant amount.

The drawback of investing only in a commute-oriented Transportation Demand Management (TDM) program is that the commute trip only represents 20% of all trips each day. A larger community-wide approach allows a larger potential shift for trips, and a larger population base, with a lower per-trip cost.

The benefits of combining and collaborating on the STEP model offered the advantage of leveraging of funds and greater message reach.

- B. Use the ATP Benefit/Cost Tool, provided by Caltrans Planning Division, to calculate the ratio of the benefits of the project relative to both the total project cost and ATP funds requested. The Tool is located on the CTC's website at: <http://www.dot.ca.gov/hq/tpp/offices/eab/atp.html>. After calculating the B/C ratios for the project, provide constructive feedback on the tool (2 points max.)

$$\left( \frac{\text{Benefit}}{\text{Total Project Cost}} \text{ and } \frac{\text{Benefit}}{\text{Funds Requested}} \right).$$



- Safe Routes to School Participants are based on school enrollment (3,025) for the five target schools, as reported by the Redwood City school district.
- Current active transportation (Walkers/Bicycle users) figures are based on an average of survey data on mode of travel to school collected in Safe Routes to School counts in 2011 (1,482).
- Based on the Safe Routes to School elements included, there is a projected new users result of 309.
- Participants in the community (Non-SRS) outreach is based on census population reported for North Fair Oaks (15,000) plus half of the Redwood City population living in the south portion of the city adjacent to North Fair Oaks (40,000). The total participation is 55,000.
- Current active transportation (Walkers/Bicycle users) is not able to be entered in the field, but is calculated at 3% based on the American Community Survey rates combining walking and bicycling.
- Based on the comprehensive outreach program elements, there is a projected new user result of 10,313 (community wide).
- The Benefit Cost Ratio calculated is 7.24
- 20 year Health Savings is estimated at \$234,433
- 20 year gas and emissions savings are estimated at \$1,909,987

Based on census data, 74% of trips made by the in San Mateo County are made by car, 2.8% by walking, 1.8 % by bicycle. Rates of driving are higher in the Redwood City areas of the project and walking rates are higher in the North Fair Oaks areas, due to disparities in income and car ownership.



## **Part B: Narrative Questions**

### **Detailed Instructions for: Question #7**

#### **QUESTION #7**

##### **LEVERAGING OF NON-ATP FUNDS (0-5 points)**

- A. The application funding plan will show all federal, state and local funding for the project: (5 points max.)

STEP is a stand-alone project that builds on a series of on-going community investments over several years.

Redwood City 2020 Safe Routes to School is funded at \$86,000 (est.) per year

- Sequoia Health Care District Grant: \$15,000 (2016/17 school year only)
- County Office of Education Safe Routes to School grant \$60,000 (2016/17 year)  
(only a portion of this will go toward NFO schools)

San Mateo County Measure A funding allocated to Middlefield Road:

- \$12,500,000 over the four year period 2013 to 2016
- Community Entry and beautification signs: \$16,000
- Community engagement for Community Plan implementation: \$80,000/year for 3 years
- Bike share kiosk site preparation at Library/Community Center: \$7,500

Additional detail on funding for North Fair Oaks projects is included as an attachment in Part C, Section I – Q7A.



## **Part B: Narrative Questions** **Detailed Instructions for: Question #8**

**QUESTION #8**

**USE OF CALIFORNIA CONSERVATION CORPS (CCC) OR A CERTIFIED COMMUNITY CONSERVATION CORPS (0 or -5 points)**

Step 1: Is this an application requesting funds for a Plan (Bike, Pedestrian, SRTS, or ATP Plan)?

Yes (If this application is for a Plan, there is no need to submit information to the corps and there will be no penalty to applicant: 0 points)

No (If this application is NOT for a Plan, proceed to Step #2)

Step 2: The applicant must submit the following information via email concurrently to **both** the CCC **AND** certified community conservation corps prior to application submittal to Caltrans. The CCC and certified community conservation corps will respond within five (5) business days from receipt of the information.

- Project Title
- Project Description
- Detailed Estimate
- Project Schedule
- Project Map
- Preliminary Plan

California Conservation Corps representative:

Name: Wei Hsieh

Email: [atp@ccc.ca.gov](mailto:atp@ccc.ca.gov)

Phone: (916) 341-3154

Community Conservation Corps representative:

Name: Danielle Lynch

Email: [inquiry@atpcommunitycorps.org](mailto:inquiry@atpcommunitycorps.org)

Phone: (916) 426-9170

Step 3: The applicant has coordinated with Wei Hsieh with the CCC **AND** Danielle Lynch with the certified community conservation corps and determined the following (check appropriate box):

Neither corps can participate in the project (0 points)

Applicant intends to utilize the CCC or a certified community conservation corps on the following items listed below (0 points).

BikeAudits

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Applicant has contacted the corps but intends not to use the corps on a project in which either corps has indicated it can participate (-5 points)

Applicant has not coordinated with both corps (-5 points)

The CCC and certified community conservation corps will provide a list to Caltrans of all projects submitted to them and indicating which projects they are available to participate on. The applicant must also attach any email correspondence from the CCC and certified community conservation corps to the application verifying communication/participation.



## **Part B: Narrative Questions** **Detailed Instructions for: Question #9**

### **QUESTION #9**

#### **APPLICANT'S PERFORMANCE ON PAST GRANTS AND DELIVERABILITY OF PROJECTS**

*( 0 to-10 points OR disqualification)*

- A. *Applicant:* Provide short explanation of the Implementing Agency's project delivery history for all projects that include project funding through Caltrans Local Assistance administered programs (ATP, Safe Routes to School, BTA, HSIP, etc.) for the last five (5) years.
- B. *Caltrans response only:*  
Caltrans to recommend score for deliverability of scope, cost, and schedule based on the overall application.



## Part C: Application Attachments

***Applicants must ensure all data in this part of the application is fully consistent with the other parts of the application. See the Application Instructions and Guidance document for more information and requirements related to Part C.***

### List of Application Attachments

The following attachment names and order must be maintained for all applications. Depending on the Project Type (I, NI or Plans) some attachments will be intentionally left blank. All non-blank attachments must be identified in hard-copy applications using “tabs” with appropriate letter designations

<b>Application Signature Page</b> Required for all applications	<b>Attachment A</b>
<b>ATP - PROJECT PROGRAMMING REQUEST (ATP-PPR)</b> Required for all applications	<b>Attachment B</b>
<b>Engineer’s Checklist</b> Required for Infrastructure Projects	<b>Attachment C</b>
<b>Project Location Map</b> Required for all applications	<b>Attachment D</b>
<b>Project Map/Plans showing existing and proposed conditions</b> Required for Infrastructure Projects (optional for ‘Non-Infrastructure’ and ‘Plan’ Projects)	<b>Attachment E</b>
<b>Photos of Existing Conditions</b> Required for all applications	<b>Attachment F</b>
<b>Project Estimate</b> Required for Infrastructure Projects	<b>Attachment G</b>
<b>Non-Infrastructure Work Plan (Form 22-R)</b> Required for all projects with Non-Infrastructure Elements	<b>Attachment H</b>
<b>Narrative Questions backup information</b> Required for all applications Label attachments separately with “H-#” based on the # of the Narrative Question	<b>Attachment I</b>
<b>Letters of Support</b> Required or Recommended for all projects (as designated in the instructions)	<b>Attachment J</b>
<b>Additional Attachments</b> Additional attachments may be included. They should be organized in a way that allows application reviews easy identification and review of the information.	<b>Attachment K</b>



**Part C Application Attachments**

**Attachment A:**

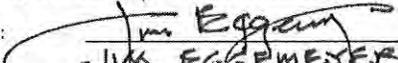
**Application Signature Page**



## Part C: Attachments Attachment A: Signature Page

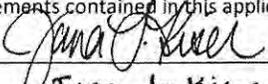
**IMPORTANT:** Applications will not be accepted without all required signatures.

**Implementing Agency: Chief Executive Officer, Public Works Director, or other officer authorized by the governing board**  
The undersigned affirms that their agency will be the "Implementing Agency" for the project if funded with ATP funds and they are the Chief Executive Officer, Public Works Director or other officer authorized by their governing board with the authority to commit the agency's resources and funds. They are also affirming that the statements contained in this application package are true and complete to the best of their knowledge. For infrastructure projects, the undersigned affirms that they are the manager of the public right-of-way facilities (responsible for their maintenance and operation) or they have authority over this position.

Signature:  Date: 5/29/15  
Name: JIM EGGEMEIER Phone: 650-363-4189  
Title: DIRECTOR, OFFICE OF SUSTAINABILITY e-mail: jeggemeier@smcogov.org

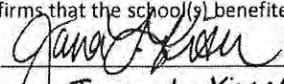
**For projects with a Partnering Agency: Chief Executive Officer or other officer authorized by the governing board**  
*(For use only when appropriate)*

The undersigned affirms that their agency is committed to partner with the "Implementing Agency" and agrees to assume the responsibility for the ongoing operations and maintenance of the facility upon completion by the implementing agency and they intend to document such agreement per the CTC guidelines. The undersigned also affirms that they are the Chief Executive Officer or other officer authorized by their governing board with the authority to commit the agency's resources and funds. They are also affirming that the statements contained in this application package are true and complete to the best of their knowledge.

Signature:  Date: 5/29/15  
Name: Jana L. Kiser Phone: (650) 423-2217  
Title: Redwood City 2020 Executive Director e-mail: jkiser@redwoodcity.org

**For Safe Routes to School projects and/or projects presented as benefiting a school: School or School District Official**  
*(For use only when appropriate)*

The undersigned affirms that the school(s) benefited by this application is not on a school closure list.

Signature:  Date: 5/29/15  
Name: Jana L. Kiser Phone: (650) 423-2217  
Title: Redwood City 2020 Executive Director e-mail: jkiser@redwoodcity.org

**For projects with encroachments on the State right-of-way: Caltrans District Traffic Operations Office Approval\***  
*(For use only when appropriate)*

If the application's project proposes improvements within a freeway or state highway right-of-way, whether it affects the safety or operations of the facility or not, it is required that the proposed improvements be reviewed by the district traffic operations office and either a letter of support/acknowledgement from the traffic operations office be attached or the signature of the traffic manager be secured in the application. The Caltrans letter and/or signature does not imply approval of the project, but instead is only an acknowledgement that Caltrans District staff is aware of the proposed project; and upon initial review, the project appears to be reasonable and acceptable.

Is a letter of support/acknowledgement attached?  If yes, no signature is required. If no, the following signature is required.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Title: \_\_\_\_\_ e-mail: \_\_\_\_\_

\* Contact the District Local Assistance Engineer (DLAE) for the project to get Caltrans Traffic Ops contact information. DLAE contact information can be found at <http://www.dot.ca.gov/hq/LocalPrograms/dlae.htm>



## Part C: Attachments **Attachment A: Signature Page**

**IMPORTANT: Applications will not be accepted without all required signatures.**

**Implementing Agency: Chief Executive Officer, Public Works Director, or other officer authorized by the governing board**  
The undersigned affirms that their agency will be the "Implementing Agency" for the project if funded with ATP funds and they are the Chief Executive Officer, Public Works Director or other officer **authorized by their governing board with the authority to commit the agency's resources and funds.** They are also affirming that the statements contained in this application package are true and complete to the best of their knowledge. For infrastructure projects, the undersigned affirms that they are the manager of the public right-of-way facilities (responsible for their maintenance and operation) or they have authority over this position.

Signature: _____	Date: <u>5/29/15</u>
Name: <u>JIM EGGEMEYER</u>	Phone: <u>650-363-4189</u>
Title: <u>DIRECTOR, OFFICE OF SUSTAINABILITY</u>	e-mail: <u>jeggemeyer@smc.gov.org</u>

**For projects with a Partnering Agency: Chief Executive Officer or other officer authorized by the governing board**  
*(For use only when appropriate)*

The undersigned affirms that their agency is committed to partner with the "Implementing Agency" and agrees to assume the responsibility for the ongoing operations and maintenance of the facility upon completion by the implementing agency and they intend to document such agreement per the CTC guidelines. The undersigned also affirms that they are the Chief Executive Officer or other officer authorized by their governing board with the authority to commit the agency's resources and funds. They are also affirming that the statements contained in this application package are true and complete to the best of their knowledge.

Signature: _____	Date: _____
Name: _____	Phone: _____
Title: _____	e-mail: _____

**For Safe Routes to School projects and/or projects presented as benefiting a school: School or School District Official**  
*(For use only when appropriate)*

The undersigned affirms that the school(s) benefited by this application is not on a school closure list.

Signature: _____	Date: _____
Name: _____	Phone: _____
Title: _____	e-mail: _____

**For projects with encroachments on the State right-of-way: Caltrans District Traffic Operations Office Approval\***  
*(For use only when appropriate)*

If the application's project proposes improvements within a freeway or state highway right-of-way, whether it affects the safety or operations of the facility or not, it is required that the proposed improvements be reviewed by the district traffic operations office and either a letter of support/acknowledgement from the traffic operations office be attached or the signature of the traffic manager be secured in the application. The Caltrans letter and/or signature does not imply approval of the project, but instead is only an acknowledgement that Caltrans District staff is aware of the proposed project; and upon initial review, the project appears to be reasonable and acceptable.

Is a letter of support/acknowledgement attached?  If yes, no signature is required. If no, the following signature is required.

Signature: _____	Date: _____
Name: _____	Phone: _____
Title: _____	e-mail: _____

\* Contact the District Local Assistance Engineer (DLAE) for the project to get Caltrans Traffic Ops contact information. DLAE contact information can be found at <http://www.dot.ca.gov/hq/LocalPrograms/dlae.htm>



## Part C: Attachments Attachment A: Signature Page

**IMPORTANT:** Applications will not be accepted without all required signatures.

**Implementing Agency: Chief Executive Officer, Public Works Director, or other officer authorized by the governing board**

The undersigned affirms that their agency will be the "Implementing Agency" for the project if funded with ATP funds and they are the Chief Executive Officer, Public Works Director or other officer **authorized by their governing board with the authority to commit the agency's resources and funds.** They are also affirming that the statements contained in this application package are true and complete to the best of their knowledge. For infrastructure projects, the undersigned affirms that they are the manager of the public right-of-way facilities (responsible for their maintenance and operation) or they have authority over this position.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Title: \_\_\_\_\_ e-mail: \_\_\_\_\_

**For projects with a Partnering Agency: Chief Executive Officer or other officer authorized by the governing board**

*(For use only when appropriate)*

The undersigned affirms that their agency is committed to partner with the "Implementing Agency" and agrees to assume the responsibility for the ongoing operations and maintenance of the facility upon completion by the implementing agency and they intend to document such agreement per the CTC guidelines. The undersigned also affirms that they are the Chief Executive Officer or other officer authorized by their governing board with the authority to commit the agency's resources and funds. They are also affirming that the statements contained in this application package are true and complete to the best of their knowledge.

Signature: \_\_\_\_\_ Date: 5/29/15  
 Name: Jana L. Kiser Phone: (650) 423-2217  
 Title: Redwood City 2020 Executive Director e-mail: jkiser@redwoodcity.org

**For Safe Routes to School projects and/or projects presented as benefiting a school: School or School District Official**

*(For use only when appropriate)*

The undersigned affirms that the school(s) benefited by this application is not on a school closure list.

Signature: \_\_\_\_\_ Date: 5/29/15  
 Name: Jana L. Kiser Phone: (650) 423-2217  
 Title: Redwood City 2020 Executive Director e-mail: jkiser@redwoodcity.org

**For projects with encroachments on the State right-of-way: Caltrans District Traffic Operations Office Approval\***

*(For use only when appropriate)*

If the application's project proposes improvements within a freeway or state highway right-of-way, whether it affects the safety or operations of the facility or not, it is required that the proposed improvements be reviewed by the district traffic operations office and either a letter of support/acknowledgement from the traffic operations office be attached or the signature of the traffic manager be secured in the application. The Caltrans letter and/or signature does not imply approval of the project, but instead is only an acknowledgement that Caltrans District staff is aware of the proposed project; and upon initial review, the project appears to be reasonable and acceptable.

Is a letter of support/acknowledgement attached? \_\_\_\_\_ If yes, no signature is required. If no, the following signature is required.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Title: \_\_\_\_\_ e-mail: \_\_\_\_\_

\* Contact the District Local Assistance Engineer (DLAE) for the project to get Caltrans Traffic Ops contact information. DLAE contact information can be found at <http://www.dot.ca.gov/hq/LocalPrograms/dlae.htm>

**ATP PROJECT PROGRAMMING REQUEST**

Date: 29-May-15

Project Information:					
<b>Project Title:</b> Redwood City 2020 Sustainable Transportation Encouragement Project (STEP)					
District	County	Route	EA	Project ID	PPNO
4	San Mateo	VAR			

**Funding Information:**  
DO NOT FILL IN ANY SHADED AREAS

Proposed Total Project Cost (\$1,000s)									Notes:
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	
E&P (PA&ED)									
PS&E									
R/W									
CON				392,000	287,000	287,000		966,000	
<b>TOTAL</b>				392,000	287,000	287,000		966,000	

ATP Funds	Infrastructure Cycle 2								Program Code
Proposed Funding Allocation (\$1,000s)									Funding Agency
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	
E&P (PA&ED)									ATP
PS&E									Notes:
R/W									
CON				392,000	287,000	287,000		966,000	
<b>TOTAL</b>				392,000	287,000	287,000		966,000	

ATP Funds	Non-infrastructure Cycle 2								Program Code
Proposed Funding Allocation (\$1,000s)									Funding Agency
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	
E&P (PA&ED)									
PS&E									Notes:
R/W									
CON									
<b>TOTAL</b>									

ATP Funds	Plan Cycle 2								Program Code
Proposed Funding Allocation (\$1,000s)									Funding Agency
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	
E&P (PA&ED)									
PS&E									Notes:
R/W									
CON									
<b>TOTAL</b>									

ATP Funds	Previous Cycle								Program Code
Proposed Funding Allocation (\$1,000s)									Funding Agency
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	
E&P (PA&ED)									
PS&E									Notes:
R/W									
CON									
<b>TOTAL</b>									

ATP Funds	Future Cycles								Program Code
Proposed Funding Allocation (\$1,000s)									Funding Agency
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	
E&P (PA&ED)									
PS&E									Notes:
R/W									
CON									
<b>TOTAL</b>									



**ATP PROJECT PROGRAMMING REQUEST**

Date: 29-May-15

Project Information:					
<b>Project Title:</b> Redwood City 2020 Sustainable Transportation Encouragement Project (STEP)					
District	County	Route	EA	Project ID	PPNO
4	San Mateo	VAR			

Funding Information:									
DO NOT FILL IN ANY SHADED AREAS									
<b>Fund No. 2:</b>		Future Source for Matching							Program Code
Proposed Funding Allocation (\$1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	Funding Agency
E&P (PA&ED)									
PS&E									Notes:
R/W									
CON									
TOTAL									
<b>Fund No. 3:</b>		Future Source for Matching							Program Code
Proposed Funding Allocation (\$1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	Funding Agency
E&P (PA&ED)									
PS&E									Notes:
R/W									
CON									
TOTAL									
<b>Fund No. 4:</b>		Future Source for Matching							Program Code
Proposed Funding Allocation (\$1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	Funding Agency
E&P (PA&ED)									
PS&E									Notes:
R/W									
CON									
TOTAL									
<b>Fund No. 5:</b>		Future Source for Matching							Program Code
Proposed Funding Allocation (\$1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	Funding Agency
E&P (PA&ED)									
PS&E									Notes:
R/W									
CON									
TOTAL									
<b>Fund No. 6:</b>		Future Source for Matching							Program Code
Proposed Funding Allocation (\$1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	Funding Agency
E&P (PA&ED)									
PS&E									Notes:
R/W									
CON									
TOTAL									
<b>Fund No. 7:</b>		Future Source for Matching							Program Code
Proposed Funding Allocation (\$1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	Funding Agency
E&P (PA&ED)									
PS&E									Notes:
R/W									
CON									
TOTAL									

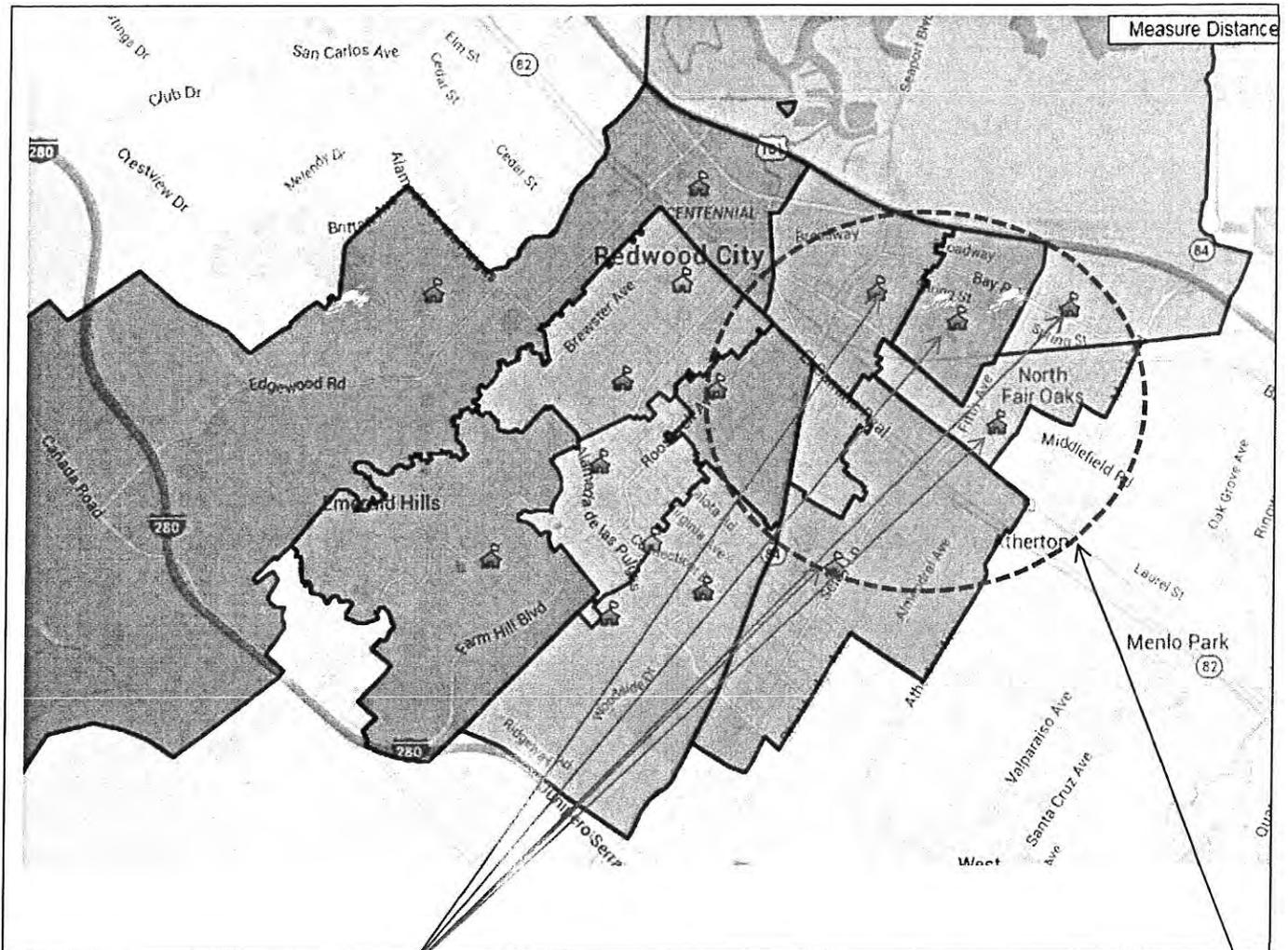


## Part C Application Attachments

### Attachment D:

### Map of Project Area

Map of North Fair Oaks and Redwood City School District Enrollment Boundaries



North Fair Oaks Schools:  
Hoover, Taft, Garfield, Fair  
Oaks, and Selby Lane

Dashed Oval represents approximate  
STEP project focus area for  
community-wide encouragement  
program



## Exhibit 22-R ATP Non-Infrastructure Project Work Plan

Fill in the following items:

Date: (1)	28-May-15
Project Number: (2)	
Project Location(s): (3a)	Redwood City
" " (3b)	North Fair Oaks, Unincorporated San Mateo County
" " (3c)	
Project Description: (4)	Conduct community-wide and school-based education, encouragement and enforcement program to increase active transportation mode share and reduce drive-alone trips and reduce crashes.

Proceed to enter information in each Task Tab, as applies (Task A, Task B, Task C, Task C, etc.)

*For Department use only*

You will not be able to fill in the following items. Items will auto-populate once you've entered all "Task" tabs that applies:

### Task Summary:

Click the links below to navigate to "Task Details" tabs:

Task	Task Name	Start Date	End Date	Cost
<u>Task "A"</u>	Safe Routes to School Evaluation	Oct-2016	Jun-2019	\$ 30,779.88
<u>Task "B"</u>	Safe Routes to School Education	Oct-2016	Jun-2019	\$ 52,401.25
<u>Task "C"</u>	Safe Routes to School Encouragement	Oct-2016	Jun-2019	\$ 180,187.50
<u>Task "D"</u>	Safe Routes to School Enforcement	Jan-2017	Jun-2019	\$ 22,501.25
<u>Task "E"</u>	Community-wide Transportation Demand Management - Household Travel Survey	Jan-2017	Jun-2019	\$ 170,067.50
<u>Task "F"</u>	Community Education and Encouragement	Feb-2017	Jun-2019	\$ 464,275.13
<u>Task "G"</u>	Traffic Safety Enforcement	Jan-2017	Dec-2019	\$ 45,787.50
<u>Task "H"</u>				\$ -
<u>Task "I"</u>				\$ -
<u>Task "J"</u>				\$ -
<b>GRAND TOTAL</b>				<b>\$ 966,000.00</b>



TASK "A" DETAIL				
Task Name (5a):		Safe Routes to School Evaluation		
Task Summary (5b):		Conduct measurements and evaluation of existing conditions and mode share		
Task Schedule (5c):		Start Date: Oct-2016	End Date:	Jun-2019
Activities (6a):		Deliverables (6b):		
1.	Conduct walk audits at four elementary schools (year one)	Audit report identifying barriers and recommendations		
2.	Conduct bike audits at four elementary schools (year one)	Audit report identifying barriers and recommendations		
3.	Count mode share rates at four schools annually (three years)	Statistically valid data on rates of walk, bike travel		
4.	Focus group research of perceptions of parents, staff, students (year two)	Report and data on perceptions and attitudes		
5.				
6.				
7.				
8.				
9.				
10.				
<b>Staff Costs:</b>				
Staff Title (7a):		Staff Hours (7b)	Rate Per Hour (7c)	Total \$
Party 1 -	Safe Routes to School Program Coordinator (RWC 2020)	55	\$50.00	\$ 2,750.00
Party 2 -	San Francisco Conservation Corps	100	\$50.00	\$ 5,000.00
Party 3 -	Consultant	150	\$150.00	\$ 22,500.00
Party 4 -				\$ -
Party 5 -				\$ -
Party 6 -				\$ -
Subtotal Party Costs (6d):				\$ 30,250.00
Indirect Costs (6e):				\$ 529.88
<b>Total Staff Costs (6f):</b>				<b>\$ 30,779.88</b>
<b>Task Notes (8):</b>				
<b>Other Costs:</b>				
You will not be able to fill in the following items. The totals for each "Other Costs" category listed below will automatically calculate from information entered in the itemized other costs section:				
To fill out an Itemized cost for each "Other Cost", click below:  <div style="border: 1px solid black; padding: 5px; display: inline-block;">Itemized "Other Costs" Section</div>		Travel (9a):	\$	-
		Equipment (9b):	\$	-
		Supplies/Materials (9c):	\$	-
		Incentives (9d):	\$	-
		Other Direct Costs (9e):	\$	-
		" " (9f):	\$	-
<b>Total Other Costs (9g):</b>				<b>\$ -</b>
<b>TASK GRAND TOTAL (10g):</b>				<b>\$ 30,779.88</b>

**Task "A" Other Costs:**

**Itemized Travel Cost (9a)**

Please provide an itemized "travel" cost estimate for all travel costs applicable to each task

Travel (9a)		Expense/Quantity		Total \$
Type of Travel				
1.				\$ -
2.				\$ -
3.				\$ -
4.				\$ -
5.				\$ -
6.				\$ -
7.				\$ -
8.				\$ -
9.				\$ -
10.				\$ -
11.				\$ -
12.				\$ -
13.				\$ -
14.				\$ -
15.				\$ -
16.				\$ -
17.				\$ -
18.				\$ -
19.				\$ -
20.				\$ -
Total				\$ -
Total Travel Cost:				\$ -

**Itemized Equipment Cost (9b)**

Please provide an itemized "equipment" cost estimate for all equipment cost applicable to each task

Equipment (9b)		Type of Equipment		Quantity	Units	Unit Cost \$	Total \$
1.							\$ -
2.							\$ -
3.							\$ -
4.							\$ -
5.							\$ -
6.							\$ -
7.							\$ -
8.							\$ -
9.							\$ -
10.							\$ -
11.							\$ -
12.							\$ -
13.							\$ -
14.							\$ -
15.							\$ -
16.							\$ -
17.							\$ -
18.							\$ -
19.							\$ -
20.							\$ -
Total:				0		\$0	\$ -
Total Equipment Cost:							\$ -

**Itemized Supplies/Materials Cost (9c)**

Please provide an itemized "supplies/materials" cost estimate for all equipment cost applicable to each task

Supplies/Materials (9c)		Type of Supplies/Materials		Quantity	Units	Unit Cost \$	Total \$
1.							\$ -
2.							\$ -
3.							\$ -
4.							\$ -
5.							\$ -
6.							\$ -
7.							\$ -
8.							\$ -
9.							\$ -
10.							\$ -
11.							\$ -
12.							\$ -
13.							\$ -
14.							\$ -
15.							\$ -
16.							\$ -
17.							\$ -
18.							\$ -
19.							\$ -
20.							\$ -
Total:				0		\$0	\$ -
Total Supplies/Materials Cost:							\$ -

**Itemized Incentives Cost (9d)**

Please provide an itemized "incentives" cost estimate for all incentives cost applicable to each task

Incentives (9d)		Type of Incentives		Quantity	Units	Unit Cost \$	Total \$
1.							\$ -
2.							\$ -
3.							\$ -
4.							\$ -
5.							\$ -
6.							\$ -
7.							\$ -
8.							\$ -
9.							\$ -
10.							\$ -
11.							\$ -
12.							\$ -
13.							\$ -
14.							\$ -
15.							\$ -
16.							\$ -
17.							\$ -
18.							\$ -
19.							\$ -
20.							\$ -
Total:				0		\$0	\$ -
Total Incentives Cost:							\$ -

**Task "A" Other Costs:**

**Itemized Other Direct Costs (9e)**

Please provide an itemized "other" cost estimate for all other costs applicable to each task

Other Direct Costs (9e)					
Type of Other Direct Costs	Quantity	Units	Unit Cost \$	Total \$	
1.				\$ -	-
2.				\$ -	-
3.				\$ -	-
4.				\$ -	-
5.				\$ -	-
6.				\$ -	-
7.				\$ -	-
8.				\$ -	-
9.				\$ -	-
10.				\$ -	-
11.				\$ -	-
12.				\$ -	-
13.				\$ -	-
14.				\$ -	-
15.				\$ -	-
16.				\$ -	-
17.				\$ -	-
18.				\$ -	-
19.				\$ -	-
20.				\$ -	-
<b>Total:</b>	0		\$0	\$ -	-
				<b>Total Other Direct Cost:</b>	<b>\$ -</b>

**Itemized Other Direct Costs (9f)**

Please provide an itemized "other direct" cost estimate for all other costs applicable to each task

Other Direct Costs (9f)					
Type of Other Direct Costs	Quantity	Units	Unit Cost \$	Total \$	
1.				\$ -	-
2.				\$ -	-
3.				\$ -	-
4.				\$ -	-
5.				\$ -	-
6.				\$ -	-
7.				\$ -	-
8.				\$ -	-
9.				\$ -	-
10.				\$ -	-
11.				\$ -	-
12.				\$ -	-
13.				\$ -	-
14.				\$ -	-
15.				\$ -	-
16.				\$ -	-
17.				\$ -	-
18.				\$ -	-
19.				\$ -	-
20.				\$ -	-
<b>Total:</b>	0		\$0	\$ -	-
				<b>Total Other Direct Cost:</b>	<b>\$ -</b>

TASK "B" DETAIL				
<b>Task Name (5a):</b>		<b>Safe Routes to School Education</b>		
<b>Task Summary (5b):</b>		Provide traffic safety instruction to school students		
<b>Task Schedule (5c):</b>		<b>Start Date :</b> Oct-2016	<b>End Date:</b> Jun-2019	
Activities and Deliverables:				
Activities (6a):			Deliverables (6b):	
1.	Traffic safety classes to grades 3 and 4 in four schools (three years)		Improved traffic safety test scores by 500 students	
2.	Traffic safety assemblies to grade 5 students in four schools (three years)		Improved traffic safety test scores by 300 students	
3.	Bicycle safety classes (hands-on) in PE classes for grades 3 - 5 in four schools (three years)		Improved bicycle traffic skills by 800 students	
4.	Walking field trips for grade 3 students in PE classes in four schools (three years)		Improved compliance with pedestrian traffic rules by 300 students	
5.				
6.				
7.				
8.				
9.				
10.				
Staff Costs:				
Staff Title (7a):		Staff Hours (7b)	Rate Per Hour (7c)	Total \$
Party 1 -	Safe Routes to School Program Coordinator (RWC 2020)	20	\$50.00	\$ 1,000.00
Party 2 -	Consultant Traffic Safety Educators	50	\$400.00	\$ 20,000.00
Party 3 -	Consultant Bicycle safety skills Educators	20	\$1,000.00	\$ 20,000.00
Party 4 -	Consultant Walking Field Trip Educators	21	\$500.00	\$ 10,500.00
Party 5 -				\$ -
Party 6 -				\$ -
Subtotal Party Costs (6d):				\$ 51,500.00
Indirect Costs (6e):				\$ 901.25
<b>Total Staff Costs (6f):</b>				<b>\$ 52,401.25</b>
Task Notes (8):				
Other Costs:				
You will not be able to fill in the following items. The totals for each "Other Costs" category listed below will automatically calculate from information entered in the itemized other costs section:				
To fill out an itemized cost for each "Other Cost", click below:  <div style="border: 1px solid black; padding: 5px; display: inline-block;">Itemized "Other Costs" Section</div>		Travel (9a):	\$	-
		Equipment (9b):	\$	-
		Supplies/Materials (9c):	\$	-
		Incentives (9d):	\$	-
		Other Direct Costs (9e):	\$	-
		" " (9f):	\$	-
		<b>Total Other Costs (9g):</b>		
<b>TASK GRAND TOTAL (10g):</b>				<b>\$ 52,401.25</b>

**Task "B" Other Costs:**

**Itemized Travel Cost (9a)**

Please provide an itemized "travel" cost estimate for all travel costs applicable to each task

Travel (9a)		Expense/Quantity	Total \$
Type of Travel			
1.		\$	-
2.		\$	-
3.		\$	-
4.		\$	-
5.		\$	-
6.		\$	-
7.		\$	-
8.		\$	-
9.		\$	-
10.		\$	-
11.		\$	-
12.		\$	-
13.		\$	-
14.		\$	-
15.		\$	-
16.		\$	-
17.		\$	-
18.		\$	-
19.		\$	-
20.		\$	-
Total		0	\$
Total Travel Cost:		\$	-

**Itemized Equipment Cost (9b)**

Please provide an itemized "equipment" cost estimate for all equipment cost applicable to each task

Equipment (9b)				
Type of Equipment	Quantity	Units	Unit Cost \$	Total \$
1.				\$
2.				\$
3.				\$
4.				\$
5.				\$
6.				\$
7.				\$
8.				\$
9.				\$
10.				\$
11.				\$
12.				\$
13.				\$
14.				\$
15.				\$
16.				\$
17.				\$
18.				\$
19.				\$
20.				\$
Total:		0	\$0	\$
Total Equipment Cost:				\$

**Itemized Supplies/Materials Cost (9c)**

Please provide an itemized "supplies/materials" cost estimate for all equipment cost applicable to each task

Supplies/Materials (9c)			
Type of Supplies/Materials	Quantity	Units	Unit Cost \$
1.			\$
2.			\$
3.			\$
4.			\$
5.			\$
6.			\$
7.			\$
8.			\$
9.			\$
10.			\$
11.			\$
12.			\$
13.			\$
14.			\$
15.			\$
16.			\$
17.			\$
18.			\$
19.			\$
20.			\$
Total:		0	\$0
Total Supplies/Materials Cost:			\$

**Itemized Incentives Cost (9d)**

Please provide an itemized "incentives" cost estimate for all incentives cost applicable to each task

Incentives (9d)				
Type of Incentives	Quantity	Units	Unit Cost \$	Total \$
1.				\$
2.				\$
3.				\$
4.				\$
5.				\$
6.				\$
7.				\$
8.				\$
9.				\$
10.				\$
11.				\$
12.				\$
13.				\$
14.				\$
15.				\$
16.				\$
17.				\$
18.				\$
19.				\$
20.				\$
Total:		0	\$0	\$
Total Incentives Cost:				\$

**Task "B" Other Costs:**

**Itemized Other Direct Costs (9e)**

Please provide an itemized "other" cost estimate for all other costs applicable to each task

Other Direct Costs (9e)				
Type of Other Direct Costs	Quantity	Units	Unit Cost \$	Total \$
1.				\$ -
2.				\$ -
3.				\$ -
4.				\$ -
5.				\$ -
6.				\$ -
7.				\$ -
8.				\$ -
9.				\$ -
10.				\$ -
11.				\$ -
12.				\$ -
13.				\$ -
14.				\$ -
15.				\$ -
16.				\$ -
17.				\$ -
18.				\$ -
19.				\$ -
20.				\$ -
<b>Total:</b>	0		\$0	\$ -
<b>Total Other Direct Cost:</b>				<b>\$ -</b>

**Itemized Other Direct Costs (9f)**

Please provide an itemized "other direct" cost estimate for all other costs applicable to each task

Other Direct Costs (9f)				
Type of Other Direct Costs	Quantity	Units	Unit Cost \$	Total \$
1.				\$ -
2.				\$ -
3.				\$ -
4.				\$ -
5.				\$ -
6.				\$ -
7.				\$ -
8.				\$ -
9.				\$ -
10.				\$ -
11.				\$ -
12.				\$ -
13.				\$ -
14.				\$ -
15.				\$ -
16.				\$ -
17.				\$ -
18.				\$ -
19.				\$ -
20.				\$ -
<b>Total:</b>	0		\$0	\$ -
<b>Total Other Direct Cost:</b>				<b>\$ -</b>



TASK "C" DETAIL				
Task Name (5a):		Safe Routes to School Encouragement		
Task Summary (5b):		Conduct and promote events and activities to encourage walking and bicycling transportation to and from schools		
Task Schedule (5c):		Start Date : Oct-2016	End Date:	Jun-2019
Activities and Deliverables:				
Activities (6a):			Deliverables (6b):	
1.	Promote and conduct Walk to School Day events at five schools (annually, 3 years)	Promotional materials, measurements of increased participation , year by year trend		
2.	Promote and conduct Bike to School Day events at five schools (annually, 3 years)	Promotional materials, measurements of increased participation , year by year trend		
3.	Organize, coordinate, train volunteers, and conduct Walking School Bus and Bike Trains at five schools (one per school, on-going for the 3 years)	Training materials, trained volunteers and increased community capacity, increased participation counts and trend		
4.	Organize and conduct Walking Wednesdays on-going weekly promotions (20 weeks per year, three years, 5 schools)	Counts of participation, trends, and promotional materials		
5.				
6.				
7.				
8.				
9.				
10.				
Staff Costs:				
Staff Title (7a):		Staff Hours (7b)	Rate Per Hour (7c)	Total \$
Party 1 -	Safe Routes to School Program Coordinator	100	\$50.00	\$ 5,000.00
Party 2 -	Active Transportation Event Coordinators	2,000	\$40.00	\$ 80,000.00
Party 3 -	Walking Wednesdays Outreach Coordinator/Trainer	2,000	\$40.00	\$ 80,000.00
Party 4 -				\$ -
Party 5 -				\$ -
Party 6 -				\$ -
Subtotal Party Costs (6d):				\$ 165,000.00
Indirect Costs (6e):				\$ 2,887.50
Total Staff Costs (6f):				\$ 167,887.50
Task Notes (8):				
Other Costs:				
You will not be able to fill in the following items. The totals for each "Other Costs" category listed below will automatically calculate from information entered in the Itemized other costs section:				
To fill out an Itemized cost for each "Other Cost", click below:  <div style="border: 1px solid black; padding: 5px; display: inline-block;">Itemized "Other Costs" Section</div>		Travel (9a):	\$	-
		Equipment (9b):	\$	1,300.00
		Supplies/Materials (9c):	\$	-
		Incentives (9d):	\$	11,000.00
		Other Direct Costs (9e):	\$	-
		" " (9f):	\$	-
		Total Other Costs (9g):		\$
TASK GRAND TOTAL (10g):				\$ 180,187.50

**Task "C" Other Costs:**

Itemized Equipment Cost (9b)					
Please provide an itemized "equipment" cost estimate for all equipment cost applicable to each task					
Equipment (9b)					
Type of Equipment	Quantity	Units	Unit Cost \$	Total \$	
1. Walk to School Mascot Costume (e.g., chicken)	1	ea	\$1,300	\$	1,300.00
2.				\$	-
3.				\$	-
4.				\$	-
5.				\$	-
6.				\$	-
7.				\$	-
8.				\$	-
9.				\$	-
10.				\$	-
11.				\$	-
12.				\$	-
13.				\$	-
14.				\$	-
15.				\$	-
16.				\$	-
17.				\$	-
18.				\$	-
19.				\$	-
20.				\$	-
<b>Total:</b>	<b>1</b>		<b>\$1,300</b>	<b>\$</b>	<b>1,300.00</b>
				<b>Total Equipment Cost:</b>	<b>\$ 1,300.00</b>

Itemized Travel Cost (9a)			
Please provide an itemized "travel" cost estimate for all travel costs applicable to each task			
Travel (9a)			
Type of Travel	Expense/Quantity	Total \$	
1.	\$	\$	-
2.	\$	\$	-
3.	\$	\$	-
4.	\$	\$	-
5.	\$	\$	-
6.	\$	\$	-
7.	\$	\$	-
8.	\$	\$	-
9.	\$	\$	-
10.	\$	\$	-
11.	\$	\$	-
12.	\$	\$	-
13.	\$	\$	-
14.	\$	\$	-
15.	\$	\$	-
16.	\$	\$	-
17.	\$	\$	-
18.	\$	\$	-
19.	\$	\$	-
20.	\$	\$	-
<b>Total:</b>	<b>0</b>	<b>\$</b>	<b>-</b>
		<b>Total Travel Cost:</b>	<b>\$ -</b>

Itemized Incentives Cost (9d)					
Please provide an itemized "incentives" cost estimate for all incentives cost applicable to each task					
Incentives (9d)					
Type of Incentives	Quantity	Units	Unit Cost \$	Total \$	
1. Walk to school safety item (e.g., reflective book bag)	500	ea	\$5	\$	2,500.00
2. Bike to school safety item (e.g., bike bell, bike light)	500	ea	\$5	\$	2,500.00
3. Walking Wednesday safety promotion message t-shirt	500	ea	\$12	\$	6,000.00
4.				\$	-
5.				\$	-
6.				\$	-
7.				\$	-
8.				\$	-
9.				\$	-
10.				\$	-
11.				\$	-
12.				\$	-
13.				\$	-
14.				\$	-
15.				\$	-
16.				\$	-
17.				\$	-
18.				\$	-
19.				\$	-
20.				\$	-
<b>Total:</b>	<b>1500</b>		<b>\$22</b>	<b>\$</b>	<b>11,000.00</b>
				<b>Total Incentives Cost:</b>	<b>\$ 11,000.00</b>

Itemized Supplies/Materials Cost (9c)				
Please provide an itemized "supplies/materials" cost estimate for all equipment cost applicable to each task				
Supplies/Materials (9c)				
Type of Supplies/Materials	Quantity	Units	Unit Cost \$	Total \$
1.				\$ -
2.				\$ -
3.				\$ -
4.				\$ -
5.				\$ -
6.				\$ -
7.				\$ -
8.				\$ -
9.				\$ -
10.				\$ -
11.				\$ -
12.				\$ -
13.				\$ -
14.				\$ -
15.				\$ -
16.				\$ -
17.				\$ -
18.				\$ -
19.				\$ -
20.				\$ -
<b>Total:</b>	<b>0</b>		<b>\$0</b>	<b>\$ -</b>
			<b>Total Supplies/Materials Cost:</b>	<b>\$ -</b>

**Task "C" Other Costs:**

Itemized Other Direct Costs (9f)					
Please provide an itemized "other direct" cost estimate for all other costs applicable to each task					
Other Direct Costs (9f)					
Type of Other Direct Costs	Quantity	Units	Unit Cost \$	Total \$	
1.				\$ -	-
2.				\$ -	-
3.				\$ -	-
4.				\$ -	-
5.				\$ -	-
6.				\$ -	-
7.				\$ -	-
8.				\$ -	-
9.				\$ -	-
10.				\$ -	-
11.				\$ -	-
12.				\$ -	-
13.				\$ -	-
14.				\$ -	-
15.				\$ -	-
16.				\$ -	-
17.				\$ -	-
18.				\$ -	-
19.				\$ -	-
20.				\$ -	-
<b>Total:</b>	<b>0</b>		<b>\$0</b>	<b>\$ -</b>	<b>-</b>
				<b>Total Other Direct Cost:</b>	<b>\$ -</b>

Itemized Other Direct Costs (9e)					
Please provide an itemized "other" cost estimate for all other costs applicable to each task					
Other Direct Costs (9e)					
Type of Other Direct Costs	Quantity	Units	Unit Cost \$	Total \$	
1.				\$ -	-
2.				\$ -	-
3.				\$ -	-
4.				\$ -	-
5.				\$ -	-
6.				\$ -	-
7.				\$ -	-
8.				\$ -	-
9.				\$ -	-
10.				\$ -	-
11.				\$ -	-
12.				\$ -	-
13.				\$ -	-
14.				\$ -	-
15.				\$ -	-
16.				\$ -	-
17.				\$ -	-
18.				\$ -	-
19.				\$ -	-
20.				\$ -	-
<b>Total:</b>	<b>0</b>		<b>\$0</b>	<b>\$ -</b>	<b>-</b>
				<b>Total Other Direct Cost:</b>	<b>\$ -</b>



**TASK "D" DETAIL**

**Task Name (5a):** Safe Routes to School Enforcement

**Task Summary (5b):** Conduct emphasis patrols, educate crossing guards, and increase awareness of and compliance with traffic rules

**Task Schedule (5c):**      **Start Date :** Jan-2017      **End Date:** Jun-2019

**Activities and Deliverables:**

<b>Activities (6a):</b>		<b>Deliverables (6b):</b>
1.	Crossing guard training and coordination	Training materials and increased number of trained guards
2.	Crosswalk emphasis patrols at five schools, 2 years	Measured increased rates of compliance with crosswalk law
3.	School zone speed emphasis patrols at five schools, 2 years	Measurements of increased rates of speed compliance
4.	Bicycle traffic rule compliance education and enforcement emphasis	Educational warning and increased reduced rates of bicycle non-compliance
5.	Develop traffic citation diversion program partnership	Action plan for participation in diversion programs in near-by communities
6.	Training students to assist with drop-off and vehicle compliance	Increased driver compliance and reduced idling emissions
7.		
8.		
9.		
10.		

**Staff Costs:**

<b>Staff Title (7a):</b>		<b>Staff Hours (7b)</b>	<b>Rate Per Hour (7c)</b>	<b>Total \$</b>
Party 1 -	Safe Routes to School Program Coordinator	20	\$50.00	\$ 1,000.00
Party 2 -	Bicycle education and repair consultant (partnership with Redwood City Police)	30	\$300.00	\$ 9,000.00
Party 3 -	Redwood City Police and/or San Mateo County Sheriff	37	\$300.00	\$ 11,100.00
Party 4 -			\$	-
Party 5 -			\$	-
Party 6 -			\$	-
<b>Subtotal Party Costs (6d):</b>				\$ 21,100.00
<b>Indirect Costs (6e):</b>				\$ 369.25
<b>Total Staff Costs (6f):</b>				\$ 21,469.25

**Task Notes (8):**

**Other Costs:**

You will not be able to fill in the following items. The totals for each "Other Costs" category listed below will automatically calculate from information entered in the Itemized other costs section:

To fill out an itemized cost for each "Other Cost", click below:

**Itemized "Other Costs" Section**

Travel (9a):	\$	-
Equipment (9b):	\$	1,032.00
Supplies/Materials (9c):	\$	-
Incentives (9d):	\$	-
Other Direct Costs (9e):	\$	-
" " (9f):	\$	-
<b>Total Other Costs (9g):</b>	\$	1,032.00
<b>TASK GRAND TOTAL (10g):</b>	\$	22,501.25

**Task "D" Other Costs:**

**Itemized Travel Cost (9a)**

Please provide an itemized "travel" cost estimate for all travel costs applicable to each task

Type of Travel	Expense/Quantity	Total \$
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		
Total:	0	\$
<b>Total Travel Cost:</b>		<b>\$</b>

**Itemized Equipment Cost (9b)**

Please provide an itemized "equipment" cost estimate for all equipment cost applicable to each task

Type of Equipment	Quantity	Units	Unit Cost \$	Total \$
1. Crossing guard hand-held signs	12	ea	\$14	\$ 168.00
2. Crossing guard reflective vest and hat	24	ea	\$34	\$ 816.00
3. Whistles	24	ea	\$2	\$ 48.00
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				
Total:	60		\$50	\$ 1,032.00
<b>Total Equipment Cost:</b>			<b>\$</b>	<b>1,032.00</b>

**Itemized Supplies/Materials Cost (9c)**

Please provide an itemized "supplies/materials" cost estimate for all equipment cost applicable to each task

Type of Supplies/Materials	Quantity	Units	Unit Cost \$	Total \$
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				
Total:	0		\$0	\$
<b>Total Supplies/Materials Cost:</b>			<b>\$</b>	<b>0</b>

**Itemized Incentives Cost (9d)**

Please provide an itemized "incentives" cost estimate for all incentives cost applicable to each task

Type of Incentives	Quantity	Units	Unit Cost \$	Total \$
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				
Total:	0		\$0	\$
<b>Total Incentives Cost:</b>			<b>\$</b>	<b>0</b>

**Task "D" Other Costs:**

**Itemized Other Direct Costs (9e)**

Please provide an itemized "other" cost estimate for all other costs applicable to each task

Other Direct Costs (9e)					
Type of Other Direct Costs	Quantity	Units	Unit Cost \$	Total \$	
1.				\$ -	-
2.				\$ -	-
3.				\$ -	-
4.				\$ -	-
5.				\$ -	-
6.				\$ -	-
7.				\$ -	-
8.				\$ -	-
9.				\$ -	-
10.				\$ -	-
11.				\$ -	-
12.				\$ -	-
13.				\$ -	-
14.				\$ -	-
15.				\$ -	-
16.				\$ -	-
17.				\$ -	-
18.				\$ -	-
19.				\$ -	-
20.				\$ -	-
<b>Total:</b>	0		\$0	\$ -	-
				<b>Total Other Direct Cost:</b>	\$ -

**Itemized Other Direct Costs (9f)**

Please provide an itemized "other direct" cost estimate for all other costs applicable to each task

Other Direct Costs (9f)					
Type of Other Direct Costs	Quantity	Units	Unit Cost \$	Total \$	
1.				\$ -	-
2.				\$ -	-
3.				\$ -	-
4.				\$ -	-
5.				\$ -	-
6.				\$ -	-
7.				\$ -	-
8.				\$ -	-
9.				\$ -	-
10.				\$ -	-
11.				\$ -	-
12.				\$ -	-
13.				\$ -	-
14.				\$ -	-
15.				\$ -	-
16.				\$ -	-
17.				\$ -	-
18.				\$ -	-
19.				\$ -	-
20.				\$ -	-
<b>Total:</b>	0		\$0	\$ -	-
				<b>Total Other Direct Cost:</b>	\$ -



**TASK "E" DETAIL**

**Task Name (5a):** Community-wide Transportation Demand Management - Household Travel Survey

**Task Summary (5b):** Conduct baseline and follow up data collection and analysis on mode share for community trips

**Task Schedule (5c):** **Start Date:** Jan-2017 **End Date:** Jun-2019

**Activities and Deliverables:**

**Activities (6a):**

**Deliverables (6b):**

1.	Baseline Household Travel Survey data collection	Baseline data on mode share for all modes, with demographics
2.	Follow-up household travel survey and data analysis after one year	Comparison data showing mode shift resulting from program year 1
3.	Follow-up household travel survey and data analysis after second year	Comparison data showing mode shift resulting from program year 2
4.	Focus group research on residents' perceptions and attitudes about active transportation and barriers/opportunities	Comparison data showing opportunities and perceived barriers
5.		
6.		
7.		
8.		
9.		
10.		

**Staff Costs:**

<b>Staff Title (7a):</b>		<b>Staff Hours (7b)</b>	<b>Rate Per Hour (7c)</b>	<b>Total \$</b>
Party 1 -	CTDM Program Manager (consultant liaison)	100	\$50.00	\$ 5,000.00
Party 2 -	CTDM Consultant	800	\$200.00	\$ 160,000.00
Party 3 -				\$ -
Party 4 -				\$ -
Party 5 -				\$ -
Party 6 -				\$ -
Subtotal Party Costs (6d):				\$ 165,000.00
Indirect Costs (6e):				\$ 2,887.50
<b>Total Staff Costs (6f):</b>				<b>\$ 167,887.50</b>

**Task Notes (8):**

**Other Costs:**

You will not be able to fill in the following items. The totals for each "Other Costs" category listed below will automatically calculate from information entered in the itemized other costs section:

To fill out an itemized cost for each "Other Cost",  
click below:

**Itemized "Other Costs" Section**

Travel (9a):	\$	-
Equipment (9b):	\$	-
Supplies/Materials (9c):	\$	180.00
Incentives (9d):	\$	2,000.00
Other Direct Costs (9e):	\$	-
" " (9f):	\$	-
<b>Total Other Costs (9g):</b>		<b>\$ 2,180.00</b>
<b>TASK GRAND TOTAL (10g):</b>		<b>\$ 170,067.50</b>

**Task "E" Other Costs:**

**Itemized Travel Cost (9a)**

Please provide an itemized "travel" cost estimate for all travel costs applicable to each task

Travel (9a)		Expense/Quantity	Total \$
Type of Travel			
1.		\$	-
2.		\$	-
3.		\$	-
4.		\$	-
5.		\$	-
6.		\$	-
7.		\$	-
8.		\$	-
9.		\$	-
10.		\$	-
11.		\$	-
12.		\$	-
13.		\$	-
14.		\$	-
15.		\$	-
16.		\$	-
17.		\$	-
18.		\$	-
19.		\$	-
20.		\$	-
<b>Total:</b>	0	\$	-
<b>Total Travel Cost:</b>			<b>\$</b>

**Itemized Equipment Cost (9b)**

Please provide an itemized "equipment" cost estimate for all equipment cost applicable to each task

Equipment (9b)		Quantity	Units	Unit Cost \$	Total \$
Type of Equipment					
1.					\$
2.					\$
3.					\$
4.					\$
5.					\$
6.					\$
7.					\$
8.					\$
9.					\$
10.					\$
11.					\$
12.					\$
13.					\$
14.					\$
15.					\$
16.					\$
17.					\$
18.					\$
19.					\$
20.					\$
<b>Total:</b>	0			\$0	\$
<b>Total Equipment Cost:</b>				<b>\$</b>	<b>\$</b>

**Itemized Supplies/Materials Cost (9c)**

Please provide an itemized "supplies/materials" cost estimate for all equipment cost applicable to each task

Supplies/Materials (9c)		Quantity	Units	Unit Cost \$	Total \$
Type of Supplies/Materials					
1.	Refreshments for focus group participants: baked goods	20	ea	\$5	\$ 100.00
2.	Refreshments: fruit	20	ea	\$3	\$ 60.00
3.	Refreshments: beverages	20	ea	\$1	\$ 20.00
4.					-
5.					-
6.					-
7.					-
8.					-
9.					-
10.					-
11.					-
12.					-
13.					-
14.					-
15.					-
16.					-
17.					-
18.					-
19.					-
20.					-
<b>Total:</b>		60		\$9	\$ 180.00
<b>Total Supplies/Materials Cost:</b>				<b>\$</b>	<b>\$ 180.00</b>

**Itemized Incentives Cost (9d)**

Please provide an itemized "incentives" cost estimate for all incentives cost applicable to each task

Incentives (9d)		Quantity	Units	Unit Cost \$	Total \$
Type of Incentives					
1.	Flashlights	100	ea	\$10	\$ 1,000.00
2.	Imprinted re-usable shopping bags	100	ea	\$10	\$ 1,000.00
3.					\$
4.					\$
5.					\$
6.					\$
7.					\$
8.					\$
9.					\$
10.					\$
11.					\$
12.					\$
13.					\$
14.					\$
15.					\$
16.					\$
17.					\$
18.					\$
19.					\$
20.					\$
<b>Total:</b>		200		\$20	\$ 2,000.00
<b>Total Incentives Cost:</b>				<b>\$</b>	<b>\$ 2,000.00</b>

**Task "E" Other Costs:**

**Itemized Other Direct Costs (9e)**

Please provide an itemized "other" cost estimate for all other costs applicable to each task

Other Direct Costs (9e)					
Type of Other Direct Costs	Quantity	Units	Unit Cost \$	Total \$	
1.				\$ -	-
2.				\$ -	-
3.				\$ -	-
4.				\$ -	-
5.				\$ -	-
6.				\$ -	-
7.				\$ -	-
8.				\$ -	-
9.				\$ -	-
10.				\$ -	-
11.				\$ -	-
12.				\$ -	-
13.				\$ -	-
14.				\$ -	-
15.				\$ -	-
16.				\$ -	-
17.				\$ -	-
18.				\$ -	-
19.				\$ -	-
20.				\$ -	-
<b>Total:</b>	0		\$0	\$ -	-
				<b>Total Other Direct Cost:</b>	<b>\$ -</b>

**Itemized Other Direct Costs (9f)**

Please provide an itemized "other direct" cost estimate for all other costs applicable to each task

Other Direct Costs (9f)					
Type of Other Direct Costs	Quantity	Units	Unit Cost \$	Total \$	
1.				\$ -	-
2.				\$ -	-
3.				\$ -	-
4.				\$ -	-
5.				\$ -	-
6.				\$ -	-
7.				\$ -	-
8.				\$ -	-
9.				\$ -	-
10.				\$ -	-
11.				\$ -	-
12.				\$ -	-
13.				\$ -	-
14.				\$ -	-
15.				\$ -	-
16.				\$ -	-
17.				\$ -	-
18.				\$ -	-
19.				\$ -	-
20.				\$ -	-
<b>Total:</b>	0		\$0	\$ -	-
				<b>Total Other Direct Cost:</b>	<b>\$ -</b>

**Part C Application Attachments**

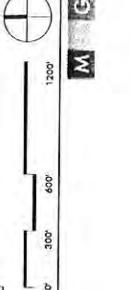
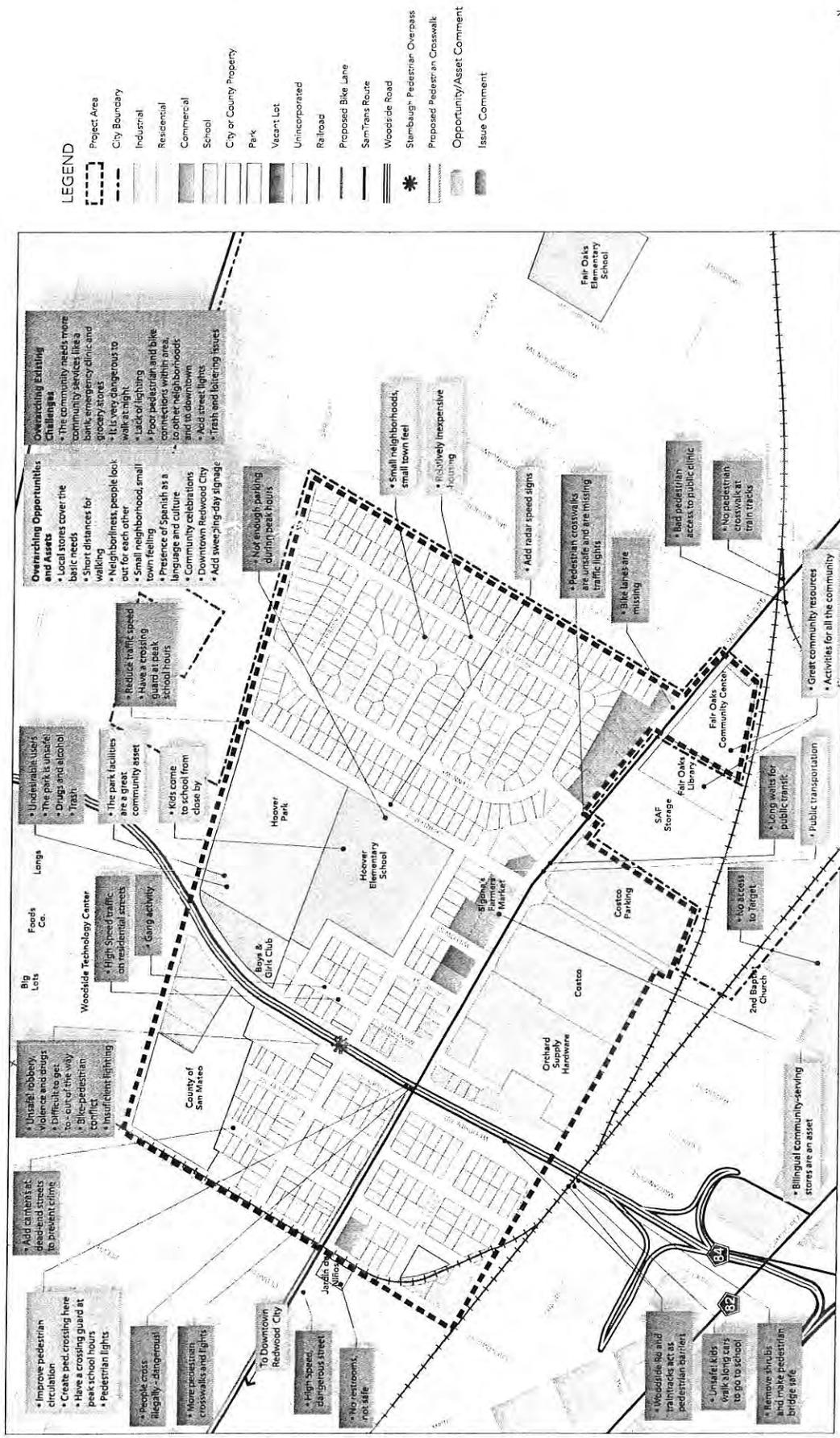
**Attachment I:**

**Part B Question 1C**

Maps of North Fair Oaks and Hoover School Walk and Bike Routes



FIGURE 4-1: COMMUNITY-IDENTIFIED ISSUES AND OPPORTUNITIES



Community Workshop Summary of Issues and Opportunities

Redwood City: Hoover Area Connection

8/1/2024 2:25:08

**Part C Application Attachments**

**Attachment I:**

**Part B Question 2 A**

Data and Maps on Crash Locations and Rates

(see following pages)

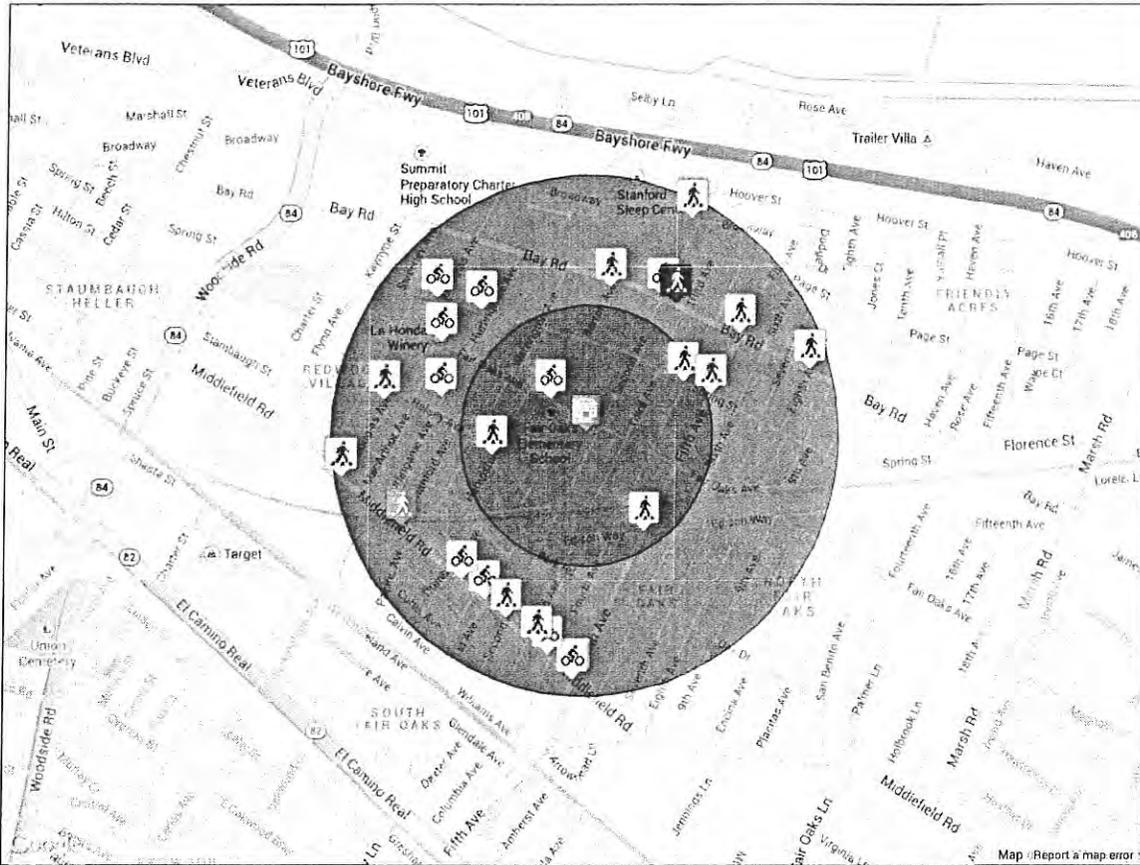
## SAFE ROUTES TO SCHOOL COLLISION MAP VIEWER

Interactive map and data summaries of bicycle and/or pedestrian collisions around school.

### Fair Oaks Elementary

2950 Fair Oaks Ave. | Redwood City | San Mateo County | CDS: 41690056044457

Types of Collisions:	Bicycle	Pedestrian		
Collision Severity:	Fatal	Severe Injury	Other Visible Injury	Complaint of Pain
Years :	2009 - 2011			



Summary Statistics							
Radius	Fatal	Severe Injury	Visible Injury	Complaint of Pain	Pedestrian	Bicycle	Total
< ¼ mi.	0	0	0	5	3	2	5
¼ - ½ mi.	1	1	11	10	13	10	23
<b>Total</b>	<b>1</b>	<b>1</b>	<b>11</b>	<b>15</b>	<b>16</b>	<b>12</b>	<b>28</b>

Collision List								
Case ID	Date	Time	Primary	Secondary	Distance	Direction	Bike	Ped
4039302	2009-01-12	17:20	FAIR OAKS AV	BARRON AV	0	-	Yes	No
4129990	2009-02-04	13:40	MIDDLEFIELD RD	2ND AV	0	-	No	Yes
4213313	2009-04-10	22:00	MIDDLEFIELD RD	PACIFIC AV	40	N	No	Yes
4234222	2009-04-16	7:20	BAY RD	8TH AV	4	S	No	Yes
4300710	2009-06-17	19:30	MIDDLEFIELD RD	5TH AV	0	-	Yes	No
4325177	2009-06-30	19:41	SPRING ST	DOUGLAS AV	30	N	Yes	No
4361301	2009-08-06	12:45	SPRING ST	HURLINGAME RD	68	N	Yes	No
4472761	2009-10-29	18:44	MIDDLEFIELD AV	DUMBARTON AV	200	S	Yes	No
4474785	2009-10-29	17:30	2ND AV	MIDDLEFIELD RD	0	-	No	Yes
4508680	2009-11-27	18:45	5TH AV	EDISON WY	0	-	No	Yes
4520486	2009-11-18	18:20	5TH AV	SPRING ST	0	E	No	Yes
4532298	2009-11-17	15:37	5TH AV	SPRING ST	0	-	No	Yes
4561425	2009-11-23	7:21	BAY RD	3RD AV	130	N	No	Yes
4567497	2010-01-30	11:51	4TH AV	SPRING ST	30	W	No	Yes
4675231	2010-03-27	19:40	HAMPSHIRE AV	HALSEY AV	100	W	No	Yes
4848503	2010-07-28	12:15	5TH AV	MIDDLEFIELD RD	30	W	Yes	No
5045639	2011-01-23	18:25	DOUGLAS AV	HALSEY AV	150	W	No	Yes
5055012	2011-01-17	14:30	BARRON AV	BAY RD	100	W	No	Yes
5099385	2011-02-04	15:25	EDISON WY	5TH AV	9	N	Yes	No
5159517	2011-04-29	7:38	2ND AV	BAY RD	0	-	Yes	No
5357726	2011-09-25	12:50	HURLINGAME AV	FAIR OAKS AV	500	S	Yes	No
5368098	2011-09-26	8:10	MIDDLEFIELD RD	1ST AV	6	W	Yes	No
5371388	2011-10-03	8:30	MIDDLEFIELD RD	DOUGLAS AV	0	-	No	Yes
5398047	2011-11-15	20:31	SECOND AV	BROADWAY	0	-	No	Yes
5408124	2011-11-07	7:55	FAIR OAKS AV	MACARTHUR AV	15	N	Yes	No
5414640	2011-10-15	15:25	MIDDLEFIELD RD	FOURTH AV	40	N	Yes	No
5421733	2011-11-19	7:57	5TH AV	BAY RD	0	-	No	Yes
5432361	2011-11-23	9:45	MIDDLEFIELD RD	5TH AV	500	N	No	Yes

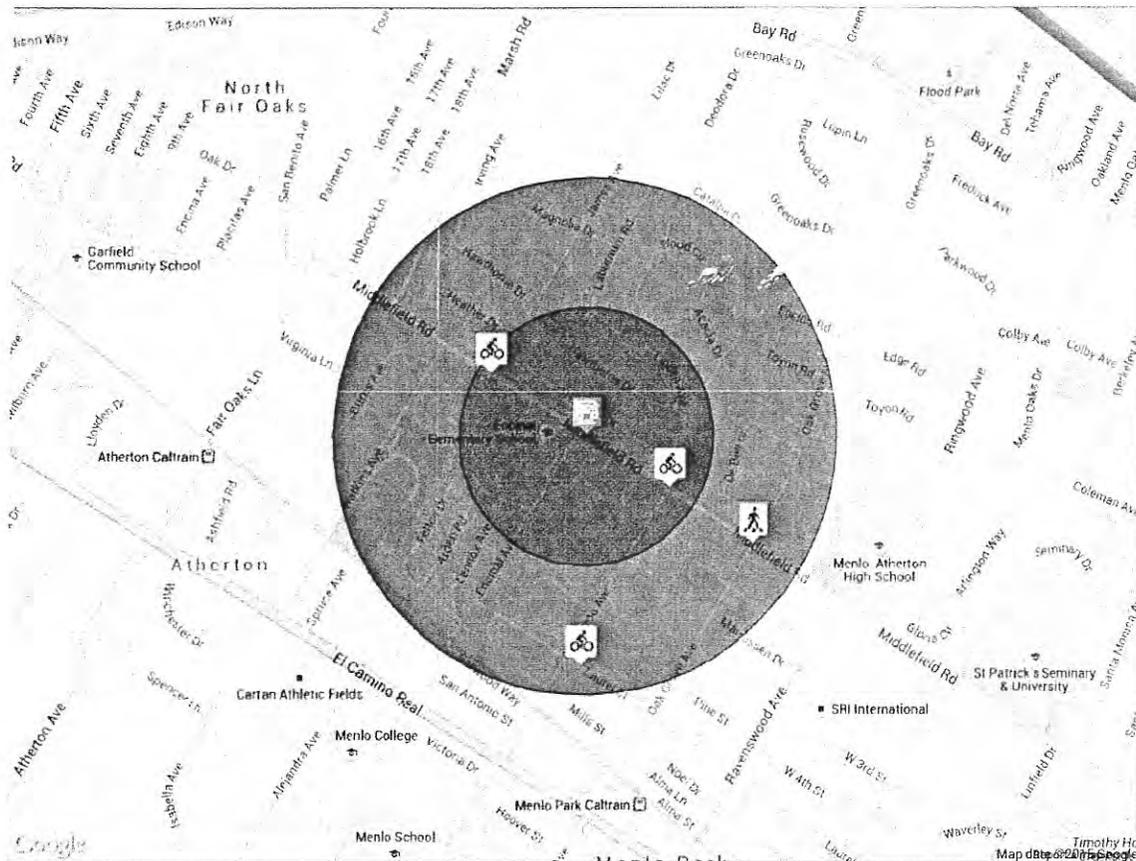
### SAFE ROUTES TO SCHOOL COLLISION MAP VIEWER

Interactive map and data summaries of bicycle and/or pedestrian collisions around school.

#### Garfield Elementary

3600 Middlefield Rd. | Menlo Park | San Mateo County | CDS: 41690056044473

Types of Collisions:	Bicycle	Pedestrian		
Collision Severity:	Fatal	Severe Injury	Other Visible Injury	Complaint of Pain
Years :	2010 - 2012			



Radius	Fatal	Severe Injury	Visible Injury	Complaint of Pain	Pedestrian	Bicycle	Total
< 1/4 mi.	0	0	4	0	1	3	4
1/4 - 1/2 mi.	0	0	2	1	2	1	3
Total	0	0	6	1	3	4	7

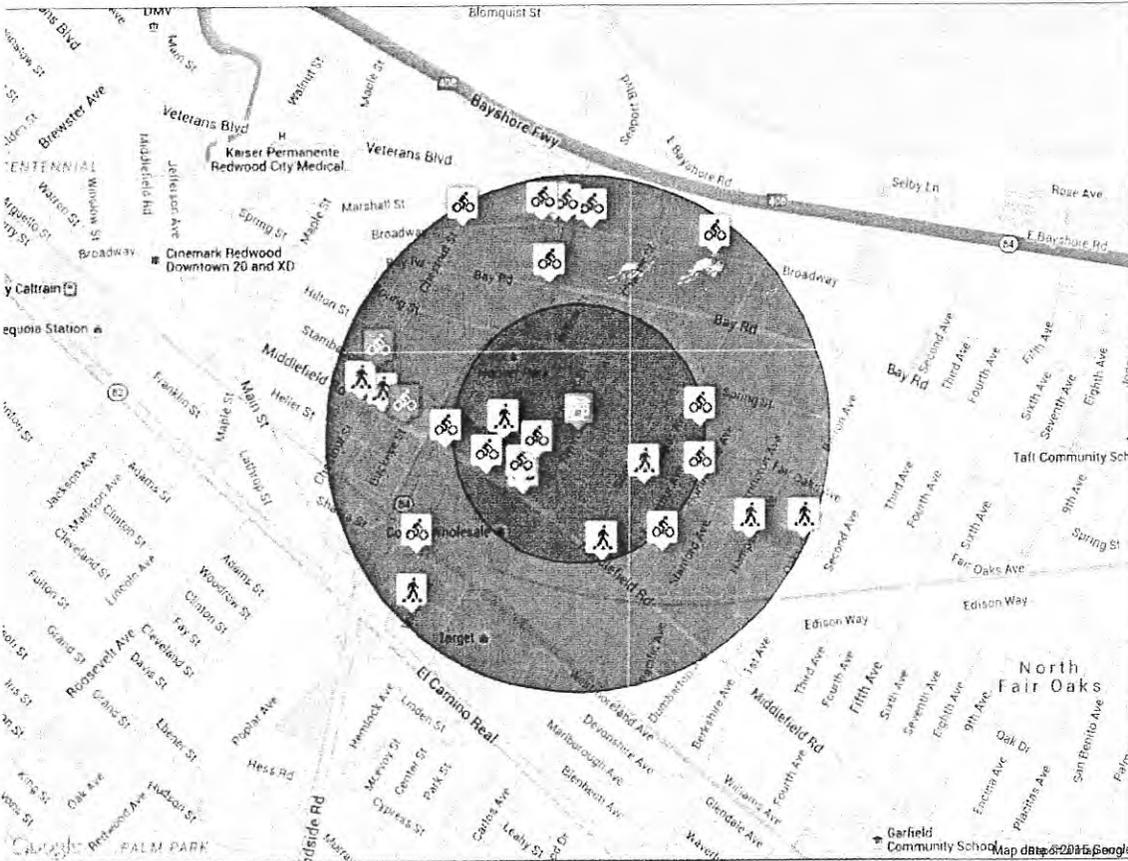
### SAFE ROUTES TO SCHOOL COLLISION MAP VIEWER

Interactive map and data summaries of bicycle and/or pedestrian collisions around school.

#### Hoover Elementary

701 Charter St. | Redwood City | San Mateo County | CDS: 41690056044507

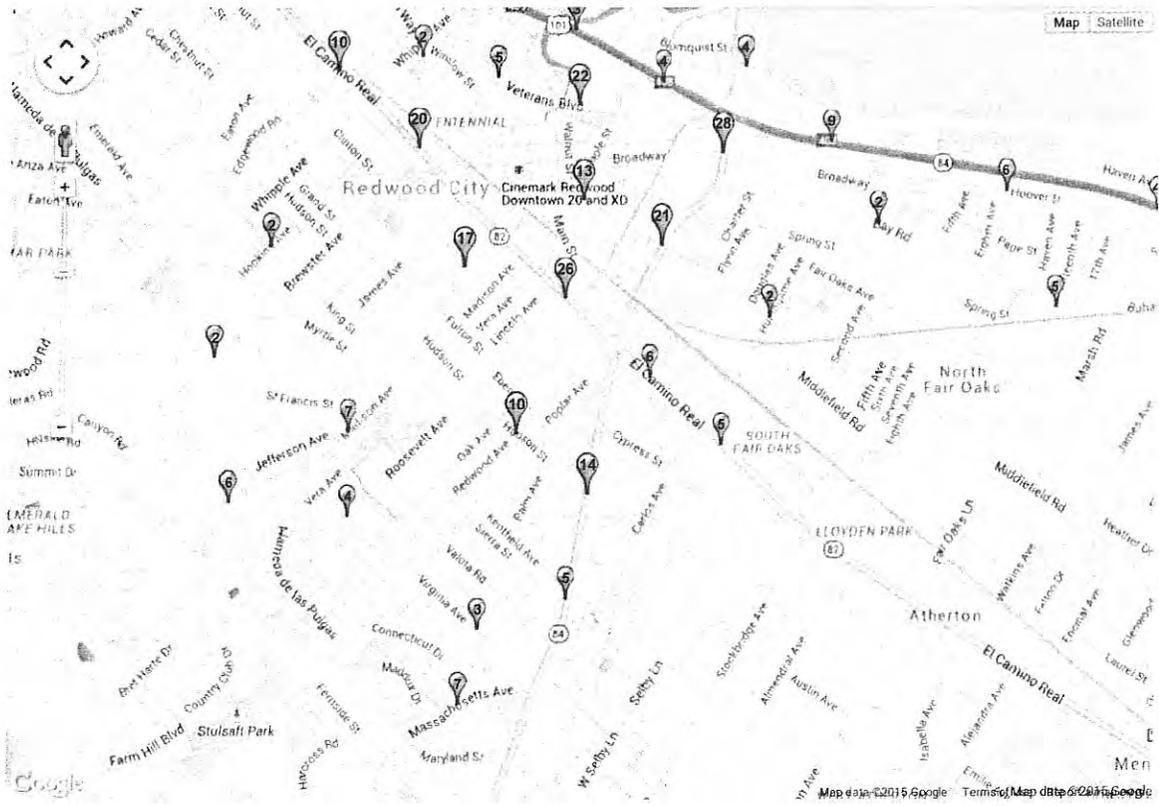
Types of Collisions:	Bicycle	Pedestrian			
Collision Severity:	Fatal	Severe Injury	Other Visible Injury	Complaint of Pain	
Years :	2010 - 2012				



Summary Statistics							
Radius	Fatal	Severe Injury	Visible Injury	Complaint of Pain	Pedestrian	Bicycle	Total
< ¼ mi.	0	0	4	3	2	5	7
¼ - ½ mi.	0	2	6	16	7	17	24
Total	0	2	10	19	9	22	31



Redwood City Crash Data - all types



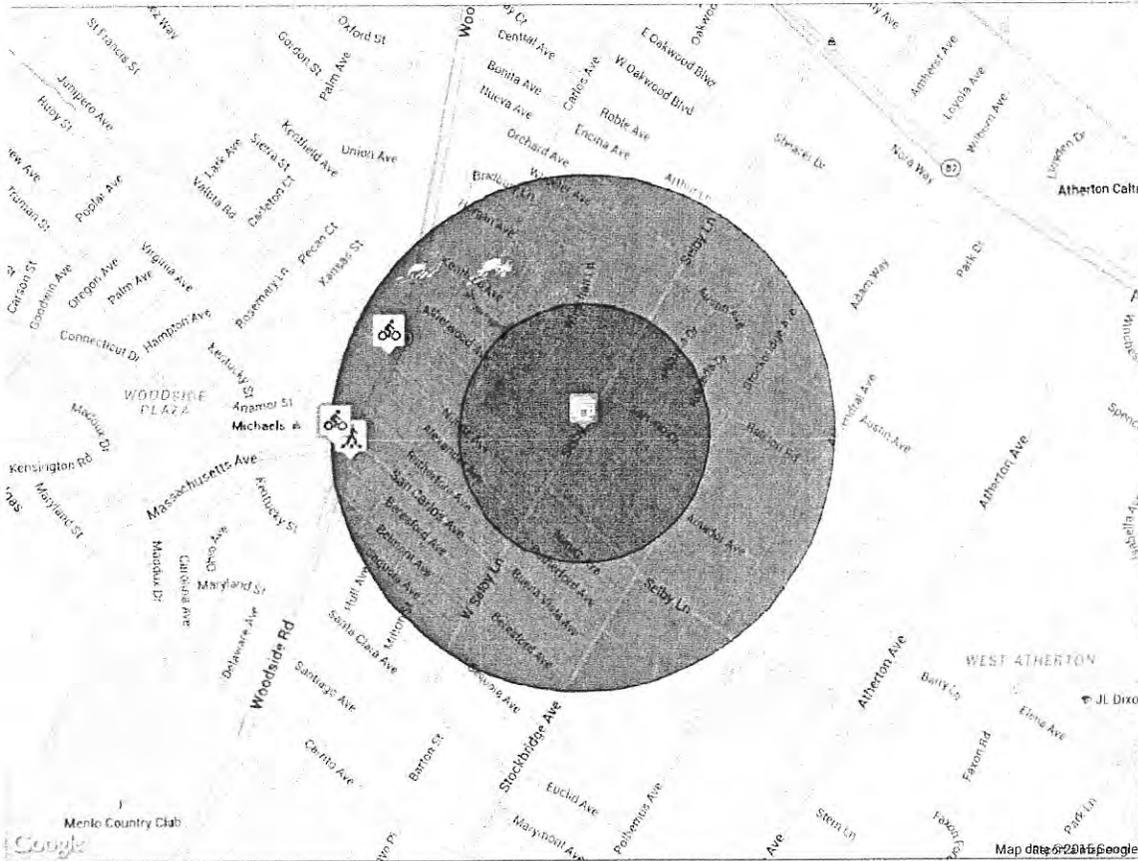
### SAFE ROUTES TO SCHOOL COLLISION MAP VIEWER

Interactive map and data summaries of bicycle and/or pedestrian collisions around school.

#### Selby Lane Elementary

170 Selby Ln. | Atherton | San Mateo County | CDS: 41690056044580

Types of Collisions:	Bicycle	Pedestrian		
Collision Severity:	Fatal	Severe Injury	Other Visible Injury	Complaint of Pain
Years :	2010 - 2012			



Radius	Fatal	Severe Injury	Visible Injury	Complaint of Pain	Pedestrian	Bicycle	Total
< 1/4 mi.	0	0	0	0	0	0	0
1/4 - 1/2 mi.	0	0	3	1	1	3	4
<b>Total</b>	0	0	3	1	1	3	4

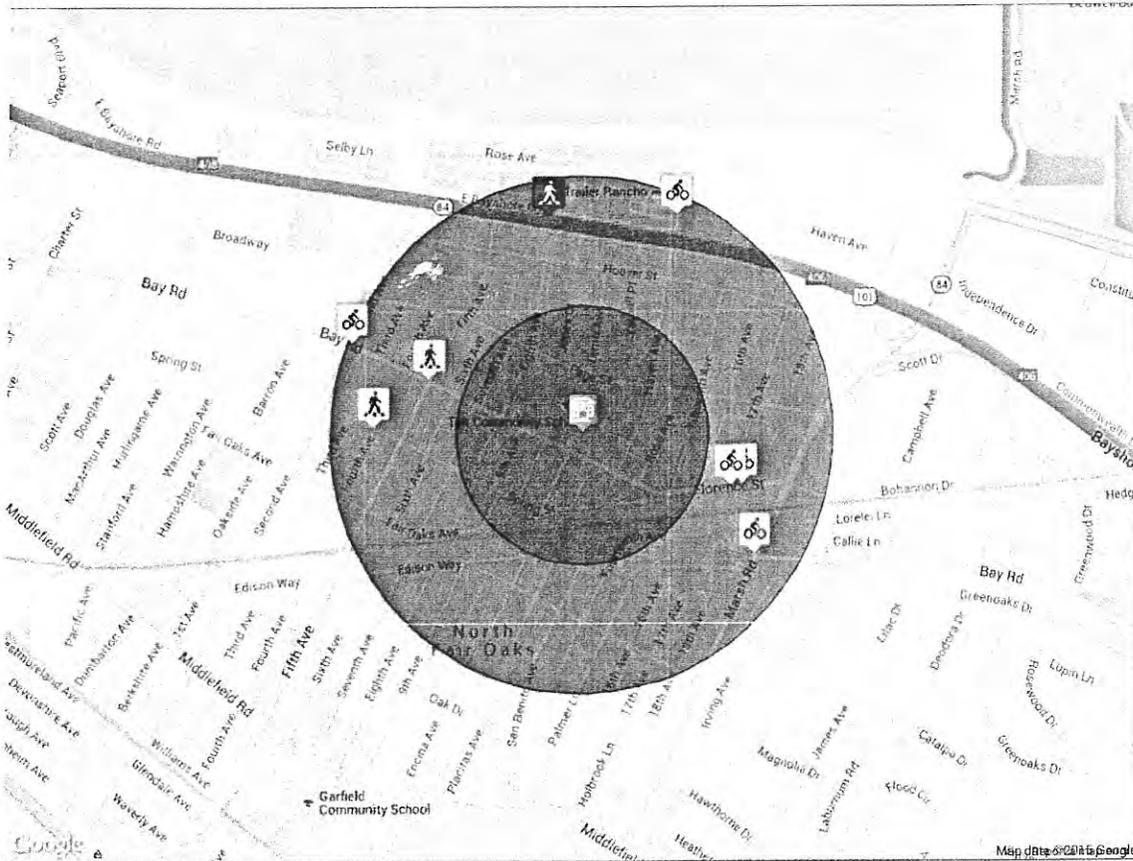
### SAFE ROUTES TO SCHOOL COLLISION MAP VIEWER

Interactive map and data summaries of bicycle and/or pedestrian collisions around school.

#### Taft Elementary

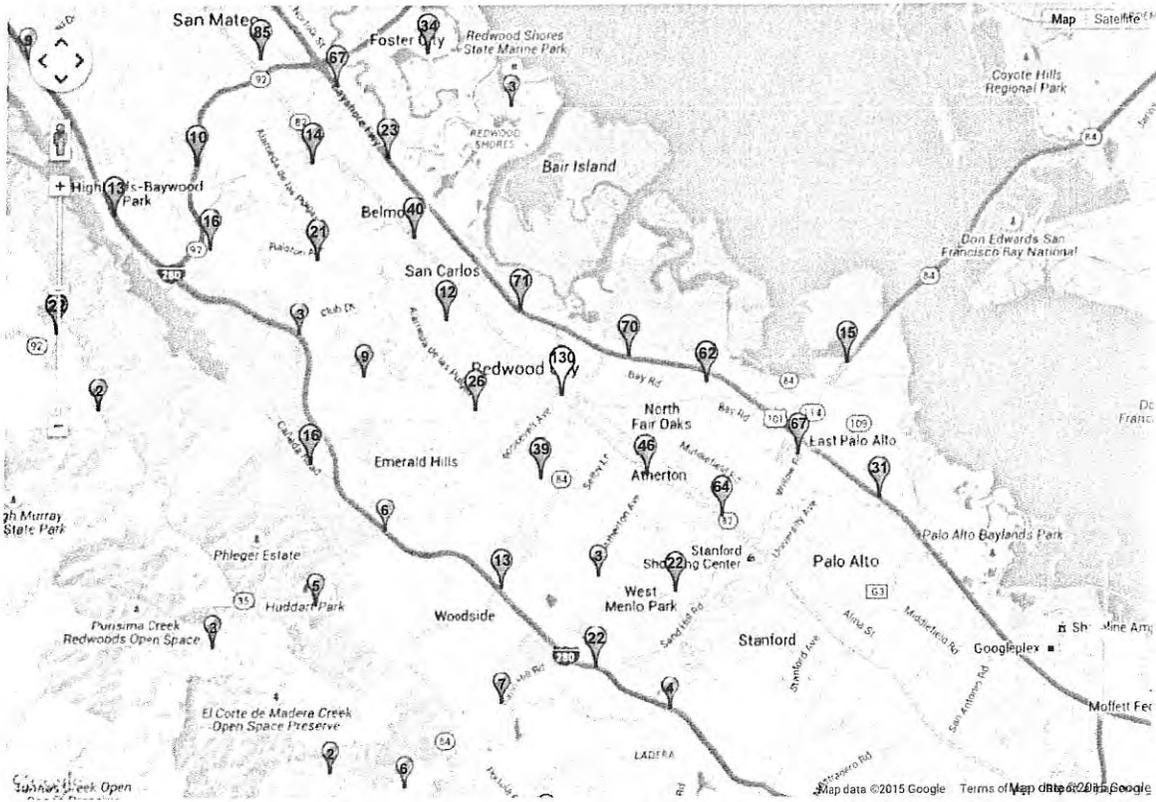
Tenth Ave. and Bay Rd. | Redwood City | San Mateo County | CDS: 41690056044598

Types of Collisions:	Bicycle	Pedestrian			
Collision Severity:	Fatal	Severe Injury	Other Visible Injury	Complaint of Pain	
Years :	2010 - 2012				



Radius	Fatal	Severe Injury	Visible Injury	Complaint of Pain	Pedestrian	Bicycle	Total
< 1/4 mi.	0	0	0	0	0	0	0
1/4 - 1/2 mi.	1	0	2	5	3	5	8
<b>Total</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>8</b>

All Crash Types data from 2012.



<http://tims.berkeley.edu/tools/query/summary.php#>

## **Part C Application Attachments**

### **Attachment I:**

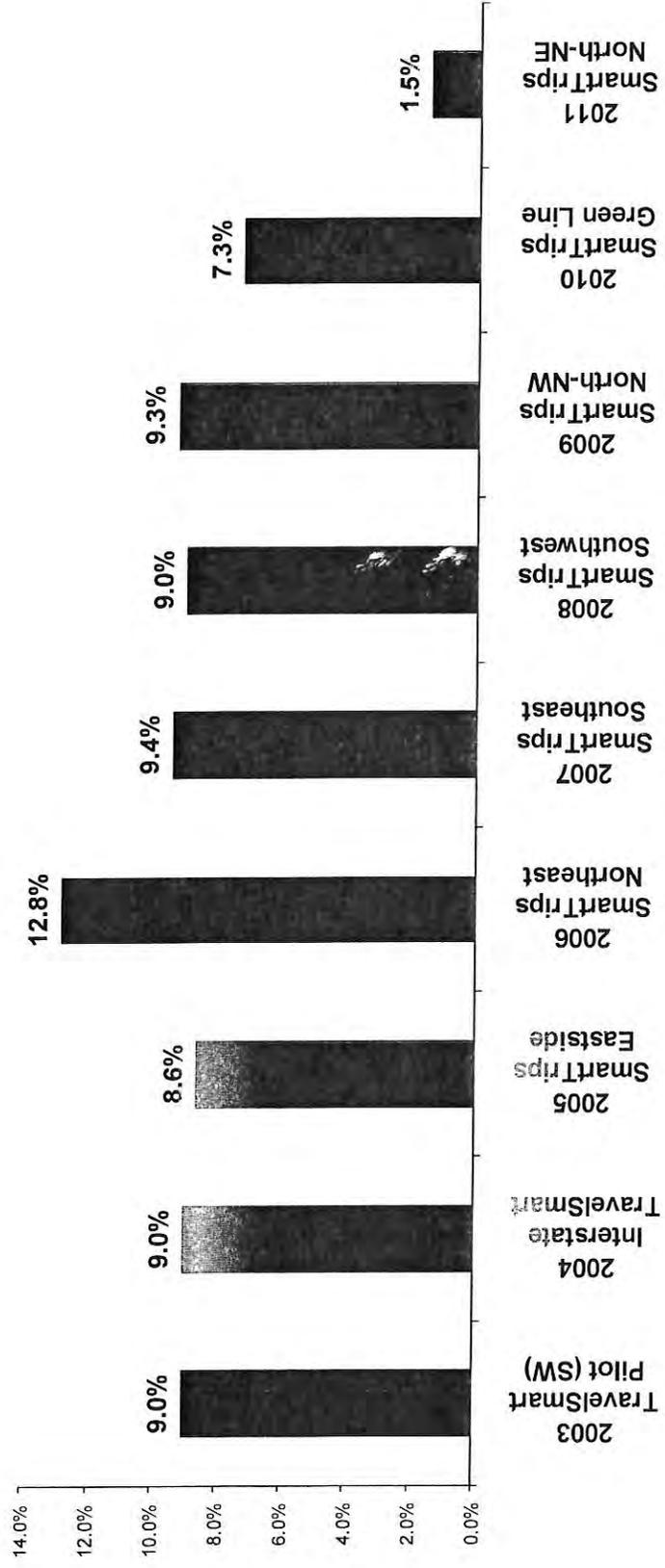
#### **Part B Question 2 B**

Demonstrated Results of Community-wide Transportation Demand Management programs on which STEP is modeled

1. Portland, Smart Trips
2. South Park, Smart Trips
3. White Center, Smart Trips
4. World-wide City Trip Reduction Rate Comparison, Social Data

# Portland Results

Reduction in Driving Trips (non-carpool): Individualized Marketing Projects in Portland  
2003-2011

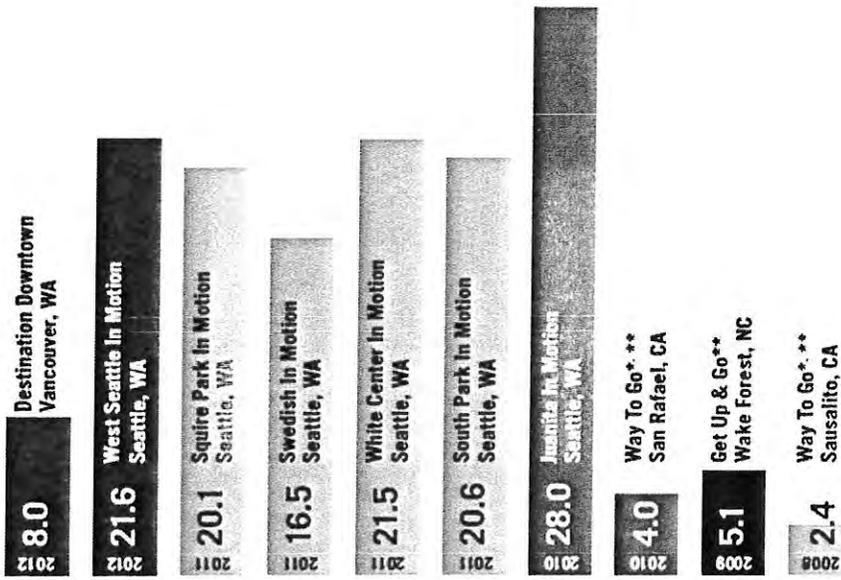


# Portland Results

How easy/difficult is it to meet your transportation needs by using options?

	Target	Control	Difference
	% change	% change	
Very Easy	-6%	-14%	8%
Somewhat Easy	15%	-3%	18%
Neutral	-10%	-14%	4%
Somewhat Difficult	-4%	45%	-50%
Very Difficult	9%	22%	-13%
Very Easy and Somewhat Easy Combined	2%	-10%	12%

## Decrease in Drive-Along Mode Share from Alta Programs



\*Auto mode shift (as opposed to drive-alone only)

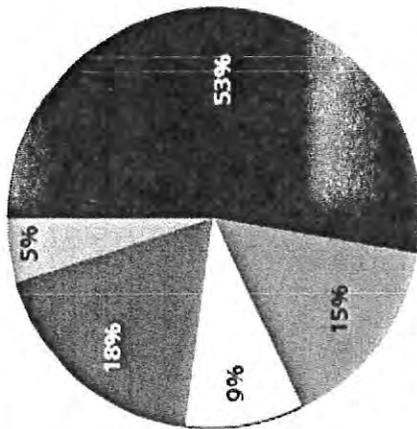
\*\*Target area results (as opposed to participants only)

*The program was a great incentive to rethink how I get from point A to point B.*

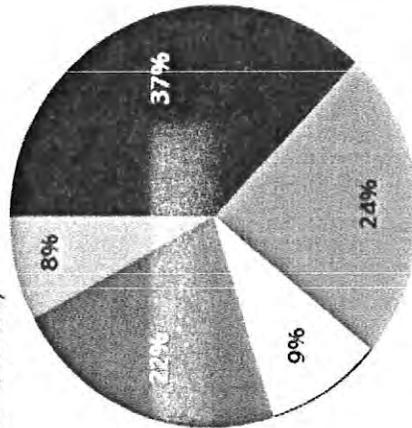
*Doctor's orders are for me to walk more. The maps along with the additional info will be a big help. Thank you!*

*Over the course of the program, we figured out how to get rid of our car altogether.*

# South Park Results

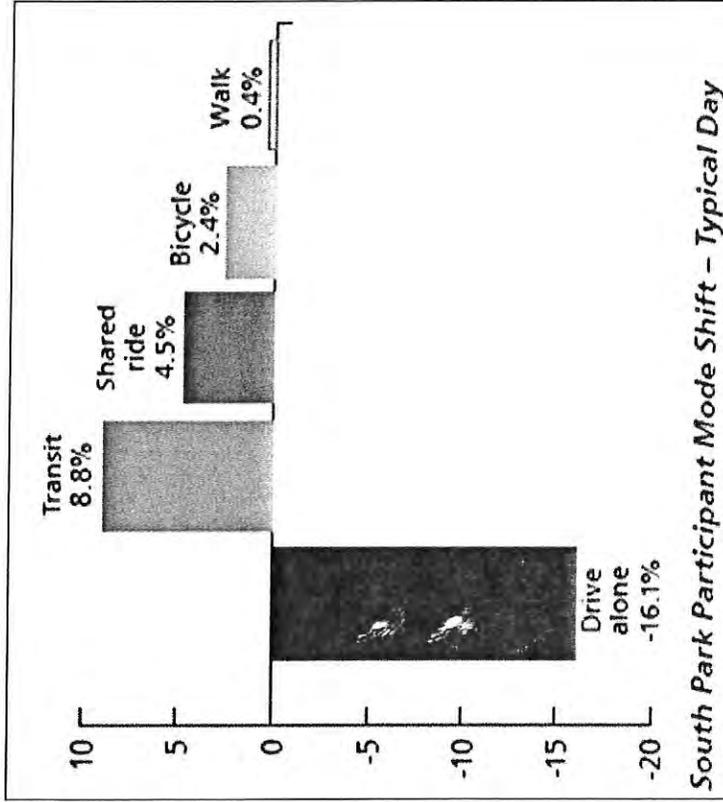


Pre-Program Mode Share  
(ALL PARTICIPANTS; N=1366)



Post-Program Mode Share  
(SURVEY RESPONDENTS; N=54)

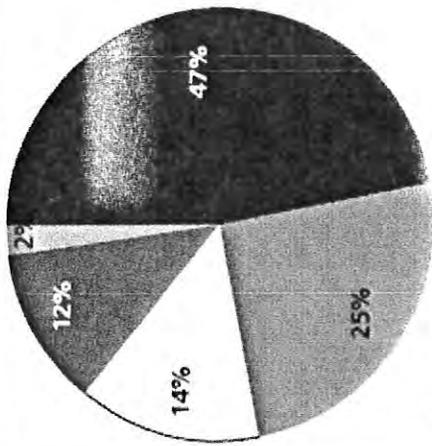
South Park Pre- and Post-Program Reported Mode Share - Typical Day



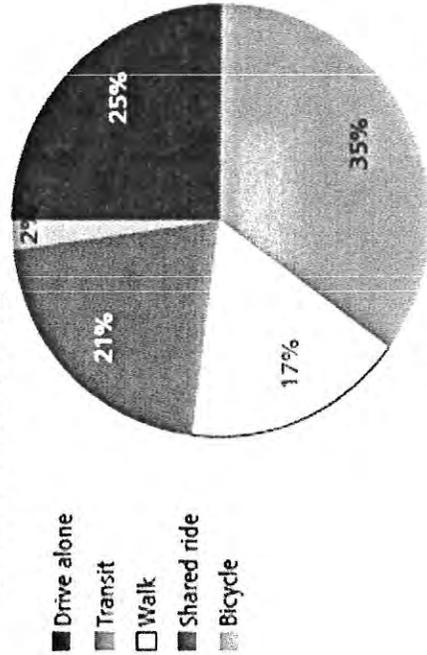
South Park Participant Mode Shift - Typical Day

*I used to drive the two blocks from home to the South Park Neighborhood Center five times a week. Now I walk even if it's raining!*

# White Center Results

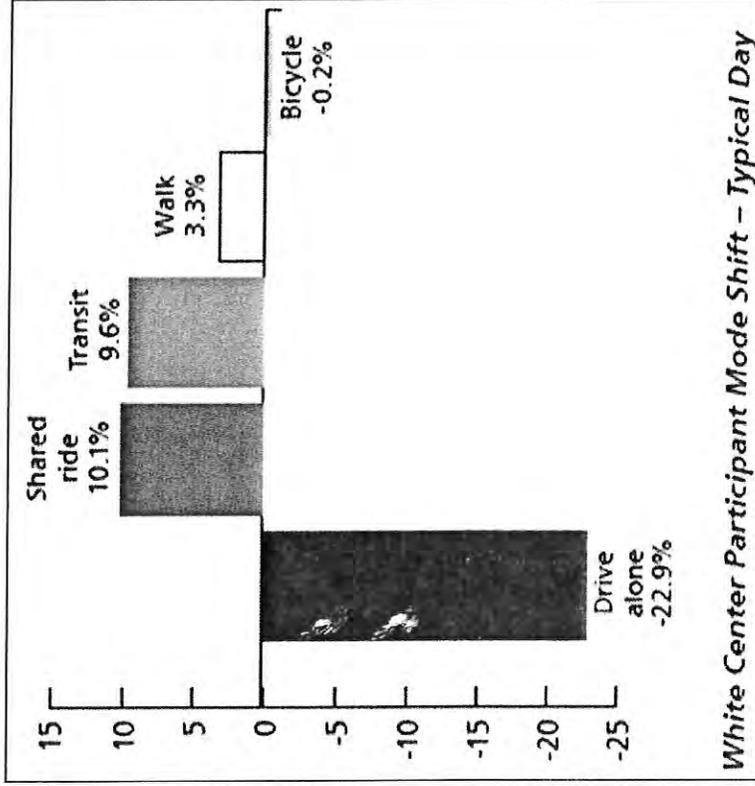


Pre-Program Mode Share  
(ALL PARTICIPANTS: N=671)



Post-Program Mode Share  
(SURVEY RESPONDENTS: N=199)

White Center Pre- and Post-Program Reported Mode Share - Typical Day



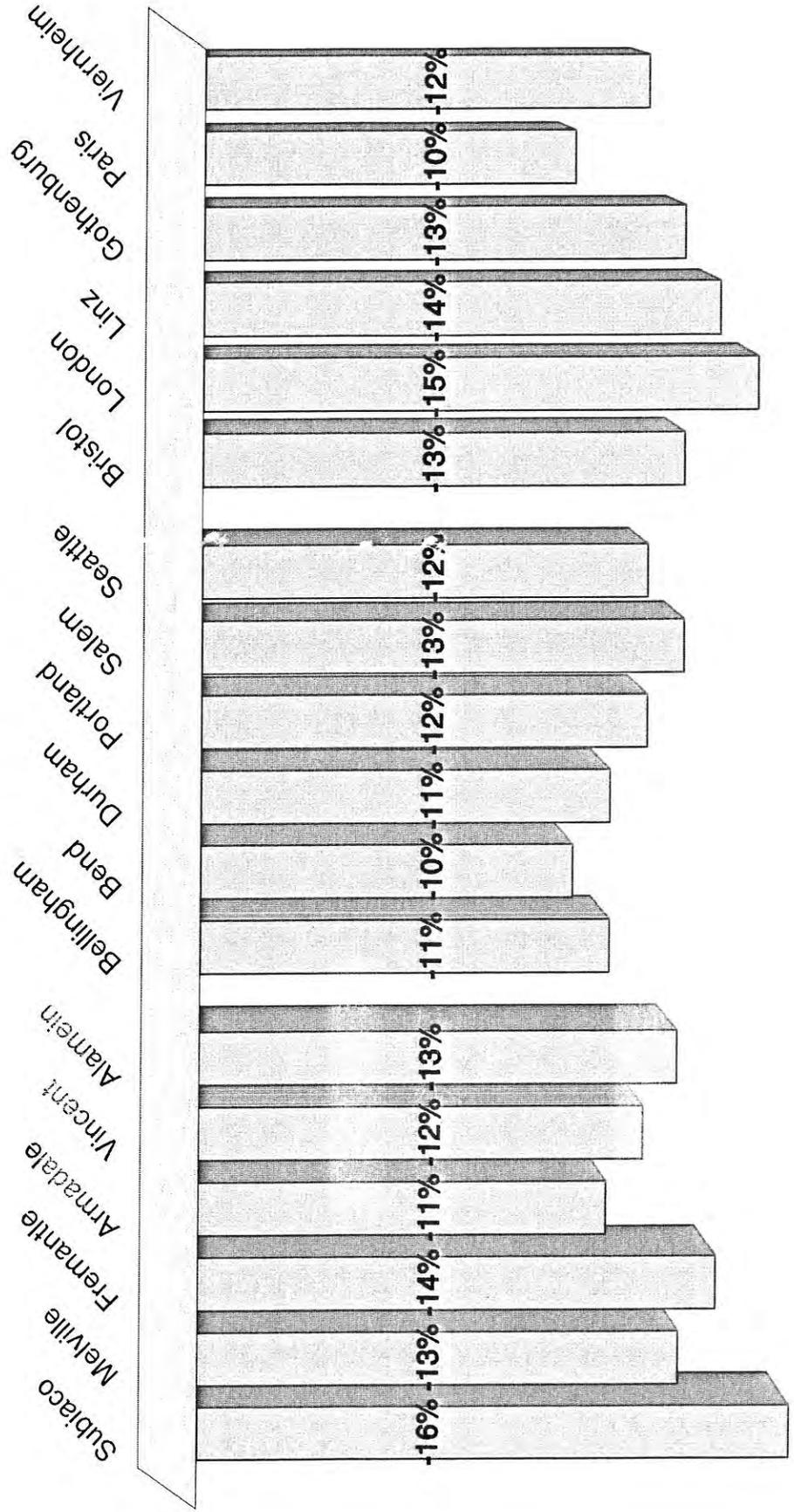
White Center Participant Mode Shift - Typical Day

*"I never used to ride the bus before, and I met two new friends on the bus because of White Center In Motion."*



# CONSISTENCIES ON THREE CONTINENTS

- Reduction of car mileage -



**Part C Application Attachments**

**Attachment I:**

**Part B Question 3 A**

Redwood City 2020 Participant Roles Matrix

(see following page)

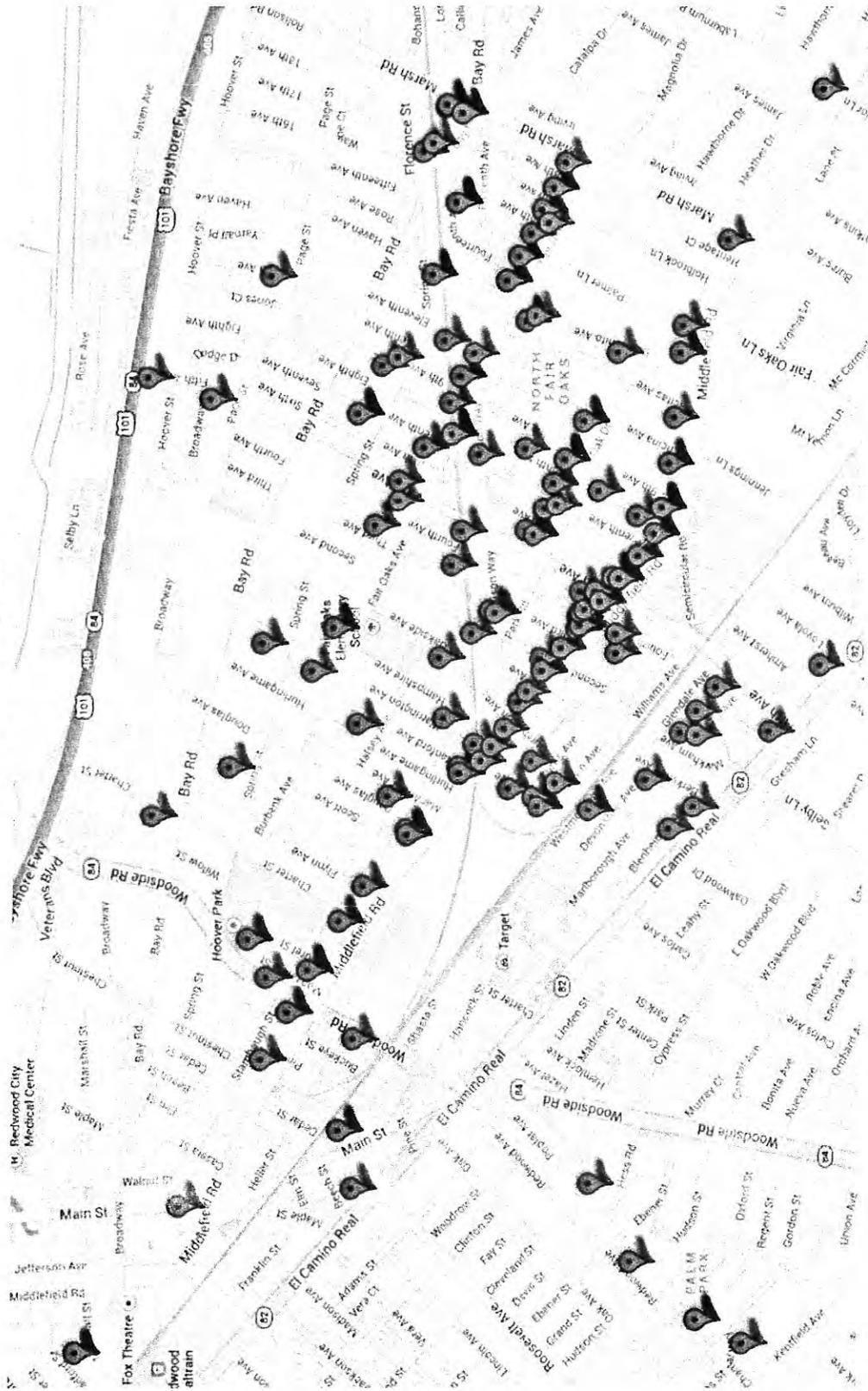
Redwood City 2020's Mission Statement: Redwood City 2020 builds meaningful partnerships to support the success of children, youth, and families, and engages and strengthens the community we serve.

<i><b>Redwood City 2020's Partners' Roles</b></i>	Community Health & Wellness			Community Engagement			
	Community Schools	AOD Prevention Partnership	Safe Routes to School	Food Access & Security	Welcoming (RWC Together)	Family Eng. (Socios for Success)	Youth Dev. (CYDI)
City of Redwood City	Leadership	Staff (C)	Leadership & Staff (C)	Host	Leadership & Staff (C/R)	Staff (R)	Staff (R)
Redwood City School District	Leadership & Staff (C)		Staff (C) & Host	Host, Leadership, & Staff (C)	Host	Staff (C/R)	Staff (R)
Sequoia Union High School District	Leadership & Staff (C)	Staff (C)			Staff (C) & Host		Staff (R)
John A. Garfield Center, Stanford University	Leadership & Staff (C)	Evaluation				Evaluation	Evaluation
San Mateo County Health System & Human Services	Leadership	Funder	Leadership	Leadership & Staff (C)		Staff (R)	
San Mateo County Office of Public Health	Leadership						
Kaiser Permanente	Leadership						
Sequoia Health Plan District	Leadership		Funder				

C=Contributors  
R=Recipients

# MAP OF COMMUNITY MEETING ATTENDEES AND SURVEY PARTICIPANTS

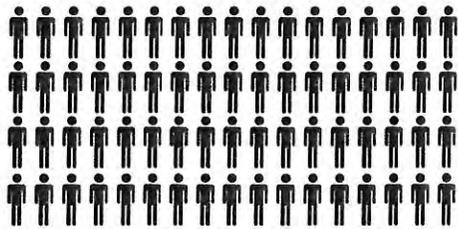
March – July 2014



\*Note: This map only represents about 10% of participants. Not all who participated provided their address or cross street.

# MIDDLEFIELD ROAD REDESIGN

North Fair Oaks  
**FORWARD**  
A SAN MATEO COUNTY COMMUNITY PROJECT



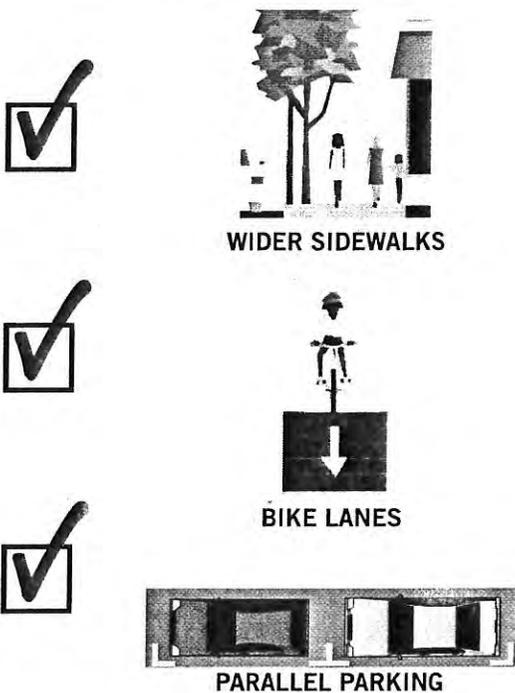
## 2,100 PEOPLE SHARED IDEAS

**COMMON THEMES:** *They want Middlefield Road to be . . .*

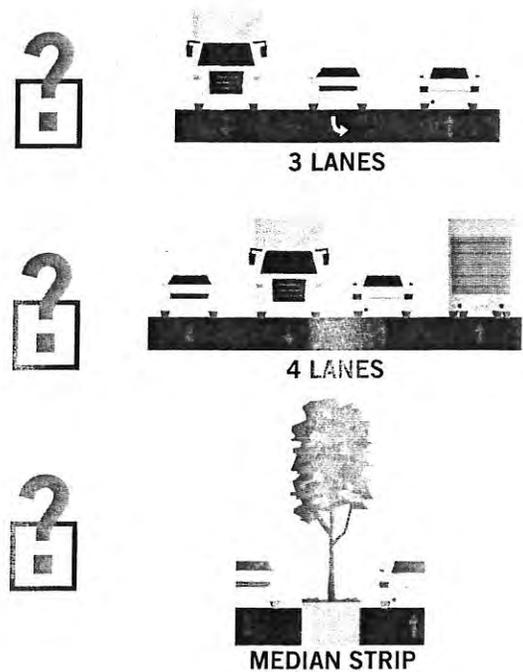
- SAFE
- ACCESSIBLE
- ATTRACTIVE
- ACTIVE & VIBRANT



*They want to see . . .*



*They aren't sure about . . .*



## JOIN US IN THE NEXT STEPS:

For more information visit [www.nfoforward.org](http://www.nfoforward.org)



**NFO Community Council  
Sponsored Meeting: Road  
Options & Traffic Analysis**

**JULY 24 - 7 PM**  
Fair Oaks Community Center



**NFOCC Makes  
Road Design  
Recommendation**

**AUG 28 - 7 PM**  
Fair Oaks Community Center



**Community  
Update  
Meeting**

**SEPT 23 - 630 PM**  
Fair Oaks Community Center



**Board of Supervisors Presentation:  
Middlefield Road Design  
and Next Steps**

**OCT 21 - 9 AM**  
Hall of Justice

**Part C Application Attachments**

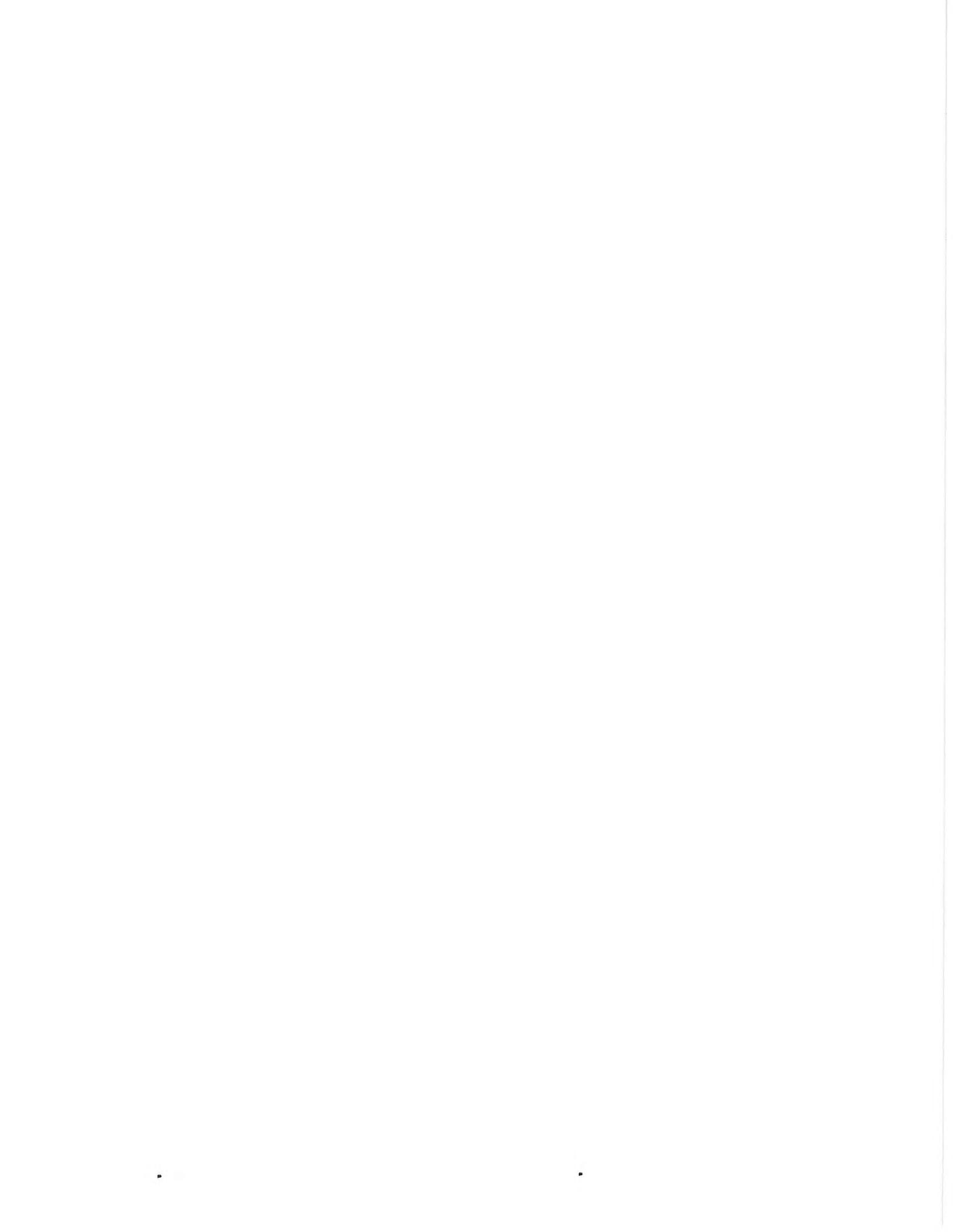
**Attachment I:**

**Question 3 B**

Description of North Fair Oaks Investments – Non-participating Funding

San Mateo County Board of Supervisors Staff Report

(see following pages)





**COUNTY OF SAN MATEO**  
Inter-Departmental Correspondence  
County Manager



**DATE:** April 29, 2013  
**BOARD MEETING DATE:** July 9, 2013  
**SPECIAL NOTICE/HEARING:** None  
**VOTE REQUIRED:** Majority

**To:** Honorable Board of Supervisors

**From:** John Maltbie, County Manager

**Subject:** North Fair Oaks - Measure A Funding Request

**RECOMMENDATION:**

- A. Direct staff to budget \$3,403,500 in Measure A funds in FY 2013-14 budget and \$3,080,000 in the FY 2014-15 budget to:
- 1) Redesign and make safety improvements to Middlefield Road, at a cost of approximately \$12.5 million over 4 years.
  - 2) Construct North Fair Oaks entry signage at four locations, Middlefield Road at the crossing of MacArthur Avenue, 5th Avenue just south of Spring Street, Middlefield Road near Encina Avenue, and 5th Avenue at El Camino Real, at a total estimated cost of \$12,000.
  - 3) Install eight anti-dumping/illegal dumping reporting signs along the Dumbarton/Southern Pacific rail corridor, at a total cost of \$4,000.
  - 4) Fund community outreach and engagement activities related to implementation of the North Fair Oaks Community Plan for three years, in the amount of \$80,000/year.
  - 5) Fund site preparation for a bike-share pod at Fair Oaks Community Center/North Fair Oaks Library, in the amount of \$7,500.
- B. Direct the County Manager to include a construction schedule and financing plan for the Measure A projects as part of the FY 2013-15 Recommended Budget.

**BACKGROUND:**

The Board of Supervisors adopted the North Fair Oaks Community Plan in 2011. The Plan establishes goals and policies to improve land use, transportation, health and wellness, and other conditions in the North Fair Oaks Community. The adopted Plan is now in the implementation stage, and the Planning and Building Department, in

conjunction with Public Works, Housing, Health, and other partners, is working on measures to achieve the goals of the Plan.

The North Fair Oaks Community Plan contains more than 300 policies, most of which require some form of implementation. Implementation measures vary in type and in timeline: in the medium term, they include the drafting and adoption of new implementing regulations; in the longer term, some measures require further study and analysis of issues identified in the Plan; and a number of direct improvements to infrastructure and other physical changes can be undertaken in the short term, given sufficient resources. Some implementation steps are ongoing and open-ended.

The most significant short- to medium-term implementation measures include the following:

Zoning Amendments. The North Fair Oaks Community Plan incorporates a set of land use changes, adopted by the Board of Supervisors, that modify the allowed intensities and mix of uses in various parts of the community, establish new design guidelines, and define the nature and extent of development in North Fair Oaks. However, these land use changes only establish the broad, outside parameters of allowed uses; a complete, detailed set of new zoning regulations is required to fully implement these changes. There are many possible variants of new zoning regulations, new zoning tools, and precise land use requirements that could be adopted to implement the broader land use categories incorporated in the Plan, while still remaining consistent with the Plan's goals and policies.

Zoning amendments are the single most important immediate implementation component of the Community Plan. The amendments are required to directly implement a number of the policies in the Plan, and also to facilitate subsequent implementation efforts. Zoning amendments require significant time, effort, and community involvement in the process. The Planning Department is currently working on the zoning amendments, in conjunction with a Zoning Work Group made up of community members and local stakeholders. The amendments are targeted for completion in approximately 1 to 1.5 years (June – October 2014).

Parking Study and Parking Strategies. The Planning and Building Department is working with a consultant team on a study of parking issues in North Fair Oaks, and identification of appropriate new strategies to address the area's existing and anticipated parking problems. The study will be completed in July 2013, at which point the Planning Department will begin the process of reviewing the recommendations of the study with the community, identifying which policies are appropriate and feasible, determining appropriate methods to implement them, and moving forward with Planning Commission and Board of Supervisors review of the recommended strategies. After completion of the study, the review and adoption process will take between 6 months and 1 year (December 2013 – July 2014).

Parks Analysis, Creation, and Maintenance. By any measure, North Fair Oaks suffers from a shortage of park and recreational space, and the Community Plan commits to

addressing this shortfall. The Trust for Public Land (TPL), a locally-based national non-profit with significant expertise and demonstrated success in creating public urban parks, has committed to work with the North Fair Oaks community for at least 6 months, and possibly for a longer term, to help advance ongoing park creation efforts, identify additional park and recreation space, help identify and obtain funding for park creation and maintenance, and provide technical assistance in all aspects of park development. The initial 6-month phase of work with TPL begins in June 2013, and may be extended in 6-month or 1-year increments after that time; the full extent of the work is to be determined, depending on findings of the initial phase.

Longer-term implementation efforts that will require additional time and resources, and have no immediate deadline, include:

Community-Wide Greening and Low-Impact Development Improvements. Compared to adjacent communities, portions of North Fair Oaks, particularly the northern and western portions, have very little tree canopy, and very little green space of any kind. The Community Plan prioritizes creation of an urban greening strategy, to include tree planting, additional vegetation, and other greening measures. In addition, in conjunction with sewer and storm drain improvements, installation of various natural groundwater capture systems, including bioswales, filtration catchment basins, permeable pavers, and other measures, particularly in publicly controlled areas, could significantly improve groundwater infiltration and reduce flooding in North Fair Oaks, as well as helping filter contaminants from groundwater before it enters local streams or the bay. This measure requires a comprehensive study, strategy, and funding source prior to implementation. The Planning Department is monitoring grant opportunities that could support this work.

Community-Wide Bicycle and Pedestrian Improvements. The Community Plan identifies a number of routes in North Fair Oaks that are appropriate for bicycle and pedestrian improvements, particularly improvements to bicycle routes that connect to routes identified in the County bicycle plan, and routes that provide alternatives to Middlefield Road. Some routes, such as improvements to Semicircular Road, funded by an OBAG grant obtained by the Planning and Public Works Departments, are underway; others, such as improvements to Middlefield Road, may be funded in conjunction with other work. However, improvements to other streets will require identification of funding that is not currently available, as well as prioritization of improvements in conjunction with Public Works.

Large-Scale Improvements to Stormwater Systems in North Fair Oaks. Portions of North Fair Oaks experience significant flooding during heavy rains, and changes to the existing stormwater system are required to address this issue. However, improvements require coordination between multiple jurisdictions, and upgrades to portions of the system that are outside of the County's control. Hence, these improvements will require a long-term, multijurisdictional effort.

Each of the above items could be prioritized and addressed more rapidly than currently anticipated, should the Board of Supervisors choose to prioritize and fund any specific measure.

## **DISCUSSION:**

### **Projects Proposed for Measure A Funding**

The projects proposed for Measure A funding will advance the implementation of the North Fair Oaks Community Plan, adopted by the Board of Supervisors in 2011. The Community Plan includes a number of policies and programs intended to achieve the goals incorporated in the Plan, including policies focused on comprehensive bicycle, pedestrian, and circulation improvements, community cohesiveness and identity, neighborhood cleanup, and community outreach and participation. The five projects total an estimated \$12,563,500 to be incurred over 2 to 4 years.

#### **1) Middlefield Road Redesign and Improvements Fund - \$12,300,000**

Middlefield Road is the "main street" of North Fair Oaks, a principle shopping and service destination, the primary north-south route through the community, and a crucial component of community identity. Currently, portions of Middlefield Road have narrow, impeded, and/or damaged sidewalks, few street amenities, and no bike lanes. The streetscape is unattractive, the street is difficult to traverse for bicyclists, pedestrians, and persons with mobility challenges, and Middlefield Road is the single most dangerous stretch of road in the unincorporated County for bicyclists and pedestrians. The Community Plan identifies a number of improvements to Middlefield Road, consistent with the County's recently adopted Complete Streets policy and related General Plan amendments. Potential changes to Middlefield Road include improved sidewalks, installation of street trees, bicycle lanes, traffic-calming bulb-outs, improved pedestrian crossings, and potential reconstruction of a portion of Middlefield Road as a three-lane roadway with one middle turn lane and one through lane in either direction, freeing up significant space on either side for pedestrian and bicycle amenities and streetscape improvements.

This Measure A proposal is for creation of a Middlefield Road fund, to be funded in four annual installments of \$3.3 million in the first year and \$3 million in each successive year, for a total of \$12.3 million to support analysis, design, public outreach, and ultimate installation of the selected improvements, as well as funding immediately needed safety improvements to the entrance to the new South County Health Clinic. The fund would support the following components:

Middlefield Road Comprehensive Improvements: Analysis, Design, and Public Outreach. While the Community Plan describes a number of improvements to Middlefield Road, the final configuration of these improvements could take many forms. Determination of the ultimate improvements will require engineering analysis, presentation of options to the community for review and input through a transparent, extensive public outreach process, design of the ultimately selected improvements, and subsequent phased installation. The analysis, public outreach,

and design phase of the improvements would be funded from the first installment of the Middlefield Road Fund, at an estimated cost of \$500,000.

South County Health Clinic Entrance and Intersection Improvements. Regardless of the ultimate configuration of improvements to Middlefield Road, immediate safety improvements are needed at the entrance to the new South County Health Clinic, at Redwood Junction on Middlefield Road. The new clinic, which will be completed in 2013, is a landmark project in North Fair Oaks, serving a significant number of North Fair Oaks residents, as well as clientele from other parts of the County. Currently, the entrance to the clinic, approximately at Middlefield and Northside Avenue, is entirely unsignalized, with pedestrian, bicyclists and automobiles entering and leaving Middlefield Road from the clinic entrance, Northside Avenue, and Pacific Avenue, and traveling unimpeded in both directions on Middlefield Road, a mix of multimodal interaction which is difficult and dangerous for all users. The pavement and sidewalk crossing the Dumbarton Rail tracks at the clinic entrance are also in poor condition and difficult for clinic clientele, who often arrive by bicycle or on foot, and may be handicapped or otherwise mobility-challenged, as well as transporting children in strollers. The proposed improvements will fund installation of new traffic signals and installation of pavement treatments across the rail tracks, resulting in an immediately safer and more accessible intersection and entrance for all users, at an estimated cost of \$1.3 million, to be funded from the first installment of the Middlefield Road Fund.

Installation of Comprehensive Improvements to Middlefield Road. After analysis, community process, and design, the Department of Public Works will begin phased installation of the selected improvements, using the remaining approximately \$10 million of the Middlefield Road fund, beginning in years 3 and 4 of the process.

**2) North Fair Oaks Entry Signage, Four Locations - \$12,000**

One goal of the North Fair Oaks Community Plan, consistent with the expressed goals of the community, is to strengthen North Fair Oaks' identity as a community, by enhancing the awareness and visibility of North Fair Oaks as a distinct, cohesive place. Placement of welcome signs at key entry locations in North Fair Oaks, an explicit implementation component of the Plan, would further this goal. Four signs, each stating "Welcome to the North Fair Oaks Community," would be located at: Middlefield Road at the crossing of MacArthur Avenue; 5th Avenue, just south of Spring Street; Middlefield Road near Encina Avenue, and; 5th Avenue at El Camino Real. The cost of the signs would vary from \$1,000 to \$5,000, depending on location, for a total cost of approximately \$12,000.

**3) Installation of Anti-Illegal Dumping Signage on Dumbarton Spur Line - \$4,000**

The North Fair Oaks community has consistently expressed a desire to address ongoing illegal dumping of materials, including construction waste, used household items, and other trash on the Dumbarton Spur/Southern Pacific rail right-of-way extending through North Fair Oaks from approximately Charter Street to Marsh Road. One solution supported by the community is installation of signs at

locations frequently used for dumping. These signs would not only warn against illegal dumping, but, importantly, would provide information on how to report dumping either in process, or already having taken place. Eight signs are proposed, on the intersection of the Dumbarton Rail line and the following streets: Stanford, Warrington, Oakside, 2nd (two signs, one on each side of the crossing), 7th, 8th, and 9th. Each sign would cost approximately \$500, for a total cost of \$4,000.

**4) Communications Coordination and Materials - \$240,000**

Communications Coordination funding will support community liaison work, ensuring that the community has a consistent and comprehensible way to receive outreach and to participate in the Plan and implementation. This work will also include coordinating work by different implementation groups and planning and overseeing activities all communications events. This work will begin with the development of a comprehensive communications strategy and include maintenance of contact databases, preparation of outreach materials, contact with appropriate departments or agencies and identifying participants for workgroups. The overall goal of this work, which will be done by a combination of contract and County staff, is to ensure that information is shared with the community in a timely and transparent manner and there is communitywide input throughout the implementation process. The estimated cost of this work is \$60,000 a year for staff and \$20,000 a year for materials to a total of \$240,000.

**5) Site Preparation for Bike-Share Pod at Fair Oaks Community Center/North Fair Oaks Library - \$7,500**

As part of the broader Bay Area Air Quality Management District's Bay Area Bike-Share program, Alta Bike Share, the project contractor, has proposed potential locations for bike-share "pods," which are locations for shared bicycle storage and rental, in unincorporated County territory, including one pod at County Center. Another potential site is at the North Fair Oaks Community Center/North Fair Oaks Library/HSA Building site on Middlefield Road. This site may be included in Phase I of the rollout of bike-share pods; if not, it will be part of Phase II. In order to make the location feasible, the County will need to remove a portion of existing concrete median, and repave the space of the former median with asphalt, at an approximate cost of \$7,500.

If Measure A funds are authorized to construct these five projects, staff will bring construction and financing schedules, and/or more detailed budgets, as appropriate, to the Board for consideration with the Recommended budget.

The North Fair Oaks Community Council considered the proposed planning and implementation projects proposed for Measure A funding at a public meeting on Thursday, June 27, 2013 and voted 3-1-1 to recommend that the Board of Supervisors authorize Measure A funding to support the projects indicated above.

This North Fair Oaks – Measure A Funding request contributes to the Shared Vision 2025 outcome of a Collaborative Community by improving land use, transportation, health, and wellness in the community through collaborative efforts from Planning and Building, Public Works, Housing, Health and Community partners to achieve the goals of the North Fair Oaks Community Plan for a healthier, safer, and more livable community.

**PERFORMANCE MEASURES:**

Measure	FY 2013-14 Projected	FY 2017-18 Projected
% of Signage Projects Completed on time and within budget	100%	N/A
% of Middlefield Road Projects Completed on time and within budget	N/A	100%

**FISCAL IMPACT:**

It is recommended that \$3,403,500 in Measure A funds be appropriated for the FY 2013-14 budget and \$3,080,000 in Measure A funds be appropriated for the FY 2014-15 budget to fund implementation of the five projects described in this document for a total Measure A request of \$12,563,500. The County Manager will bring back a construction and financing schedule for the five projects to the Board for consideration during the FY 2013-14 and FY 2014-15 Recommended Budget Hearings.

**Measure A Funds recommended in this Report:**

Proposal	FY 2013/14	FY 2014/15
North Fair Oaks General Plan Implementation	\$3,403,500	\$3,080,000

**Cumulative Measure A Funds tentatively approved to Date:**

Proposal	FY 2013/14	FY 2014/15
County Fire Engine and Vehicle Replacement Fund	\$2,000,000	\$1,500,000
Early Learning and Care Trust Fund	\$5,000,000	\$5,000,000
Library Summer Reading Programs	\$328,300	\$206,300
Library Capital Needs	\$2,000,000	0
Medical Services in Pescadero, La Honda, Loma Mar and San Gregorio	\$551,180	\$402,359
Core Agencies and Thrive One-time Computer software purchase and system development (one-time)	\$300,000	\$25,000

Homeless Outreach Teams (ongoing)	\$150,000	\$150,000
East Palo Alto Homeless Shelter Operating Expenses (ongoing)	\$700,000	\$500,000
Parks Department (Note – One-time capital projects not included in FY 14/15 funding)	\$1,766,208	\$1,766,208
Parks Department Capital Projects (one-time)	\$3,500,000	0
<b>TOTAL</b>	<b>\$16,295,688</b>	<b>\$9,549,867</b>

## **Part C Application Attachments**

### **Attachment I:**

#### **Part B Question 5C**

Disadvantaged Community

1. Description of Latina Women Bicycle Program, Marin County, California
2. Description of "Provision 2 Schools" Category of National School Lunch Program

(see following pages)



# LATINA WOMEN ON WHEELS

Women Bike

Equity

Smart Cycling <http://bikeleague.org/content/recap-latina-women-wheels>

*by Liz Cornish*



This past year, Women Bike Mini-Grant recipient Marin County Bike Coalition (MCBC) hosted a learn to ride program for women living in the Canal Area of San Rafael. They dubbed the program Latina Women on Wheels.

They felt it important to empower this group of women by helping them gain access to independent transportation. They knew that in order to be successful, they would have to align themselves with the community and understand their needs. This led to a partnership with Parent Services Project, a nonprofit focused on strengthening and supporting families in Marin County. They worked with Parent Services Project to recruit and register participants. This allowed MCBC to work with bilingual staff at Parent Services, and capture more interest by going where the families they wanted to reach were already utilizing services.

The partnership with Parent Services Project allowed them to provide childcare and meals during the program, removing some barriers these mothers might have to participating.

The course provided all equipment including bikes. The women all came with varying degrees of riding experience, but in the end all women learned to ride and completed a city ride with the group. They learned how to access services by bike, and learn how to navigate existing bike infrastructure. Interested in serving Latina Women in your community? Women Bike recommends learning from the example of MCBC and consider the following:

- Establish partnerships: Organizations with existing relationships with your desired service population can help you navigate challenges around marketing, registration and communication.
- Anticipate Needs: MCBC was conscious to seek out donated bikes that offered step through frames and upright riding position. Budget more time than you think in the beginning of the program to work on bike fit to ensure a comfortable first experience on the bike. The step through frames also discouraged male family members from using the bikes--ensuring it would always be available for the woman in the family. Also, if outfitting your participants with bikes, make sure you have a plan for storage. Not all housing options come equipped with a secure place to store a bicycle.
- Budget for support services: by providing childcare and meals they increased the likelihood busy moms would be able to attend the class.
- Practice cultural awareness: MCBC recruited a League Cycling Instructor fluent in Spanish to assist participants in comprehension of the program curriculum. Many women didn't have driver's licenses, so learning the rules of the road became essential to allowing women to feel safe.

We hosted a webinar with MCBC on how they did it, watch it below:



# **Provision 2 of the National School Lunch Act**

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## **WHAT IS PROVISION 2?**

- Provision 2 is an option in the federal School Breakfast Program and National School Lunch Program for schools to reduce the paperwork and simplify the logistics of operating school meals programs. Any school that participates in the National School Lunch Program or the School Breakfast Program may opt for Provision 2.
- Provision 2 schools do not have to collect and process school meals applications, keep track of meal categories, or conduct verifications for at least three out of every four years.
- Schools that opt for Provision 2 serve meals to all students at no charge. Provision 2 schools pay the difference between the cost of serving meals at no charge to all students and the federal reimbursement. The significant administrative savings of Provision 2 help offset the cost differential.

## **WHY PROVISION 2?**

### **To simplify paperwork**

- Applications – Collect applications only once every four years, at most.
- Claims – Record and track meal categories only once every four years, at most.
- Verifications – Conduct verifications only once every four years, at most.

### **To streamline meal service**

- No more cashiers – All students eat at no charge.
- No more student PIN numbers, lunch tickets or ID cards – Collect only total meal counts.
- Faster serving lines – Students spend more time eating, less time in line.

### **To decrease school food service costs**

- Significant administrative savings – Reduce labor costs associated with collecting, tracking and recording of applications, meal categories, payments and verifications.
- Free employees for other areas of food service – Employee hours spent on administration can be shifted to meal preparation and service.
- Economies of scale – Higher meal participation leads to lower per-meal costs.

### **To promote good nutrition and help improve student performance**

- Provision 2 increases student participation in school meals.
- Children who eat school meals have more nutritious diets than children who don't, regardless of income level.
- Better nutrition in children leads to better academic performance, behavior and learning environments.
- Providing school meals at no charge promotes the value of good nutrition to all students.



# **Provision 2 of the National School Lunch Act**

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## **HOW DOES PROVISION 2 WORK?**

- Base Year – In the first year of Provision 2, schools collect applications and track meal categories (free, reduced price and “paid”). Schools also provide meals to all students at no charge.
- Administration for years 2 through 4 – For at least the three years following the Base Year, schools do not collect meal applications and count only meal totals. Schools continue to provide meals to all students at no charge.
- Reimbursement for years 2 through 4 – Schools calculate their federal meal reimbursements by applying the percentages of free, reduced price and “paid” meals served during the Base Year to the total number of meals served during each of the following years.
- Renewals – At the end of each four year cycle, a school may continue under Provision 2 for another four years without collecting new applications if the income level of the school’s population has not improved by more than five percent. The school’s reimbursements then would be based on the percentages of meal categories from the most recent Base Year.

## **IS PROVISION 2 RIGHT FOR ALL SCHOOLS?**

Schools with high percentages of low-income students – 75 percent or more in some cases – are able to use Provision 2 for both breakfast and lunch without losing money. Some schools have opted to use Provision 2 for just breakfast when the percentage of free and reduced-price students is as low as 60 percent. When schools use Provision 2 for breakfast only, they have to continue collecting school meal applications, but there are still benefits. Cafeteria staff do not have to do individual counting and claiming for the breakfast meal which frees up staff time and makes cafeteria lines move more quickly. Universal breakfast increases participation by low-income students which frequently lags behind lunch participation. It also makes it easier for schools to provide breakfast in the classroom, which ensures that all students have the opportunity to begin their school day with a healthy meal.

## **HOW TO GET STARTED WITH PROVISION 2**

- Schools should first consider the changes in expenses and revenues that would occur under Provision 2. Contact FRAC for more information on Provision 2 cost-benefit analysis worksheets that have been developed in several states.
- School nutrition programs should contact their State Agencies for assistance on how to implement Provision 2 in some or all of their schools.
- USDA’s regulations concerning Provision 2 and other information about Provision 2 are posted on the USDA website at [www.fns.usda.gov/cnd/Governance/prov-1-2-3/provision1\\_2\\_3.htm](http://www.fns.usda.gov/cnd/Governance/prov-1-2-3/provision1_2_3.htm)

Contact: Madeleine Levin | 202.986.2200 x3004 | [mlevin@frac.org](mailto:mlevin@frac.org)

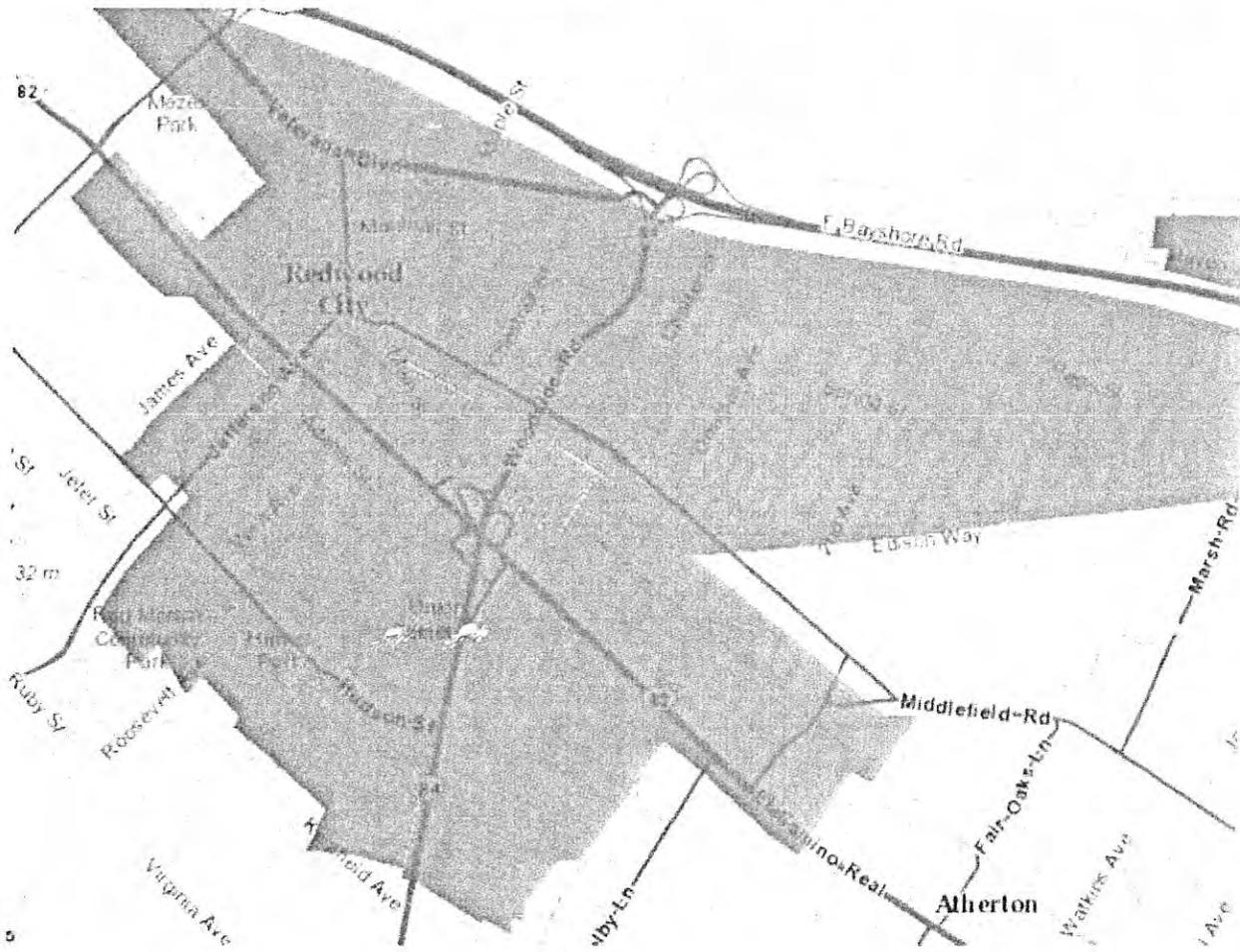
## FREE & REDUCED MAY 2015

SCHOOL	DATE	FREE	REDUCED PRICE	FULL PRICE	ENROLLMENT	% FREE & REDUCED
ADELANTE	1-May	179	65	264	508	48%
CLIFFORD	1-May	247	53	431	731	41%
CLOUD	1-May	71	26	685	782	12%
CONNECT	1-May	115	19	68	202	66%
FAIR OAKS	1-May	261	51	37	349	39%
FORD	1-May	205	43	179	427	58%
GARFIELD	1-May	537	67	40	644	94%
JOHN GILL	1-May	321	32	53	406	87%
HAWES	1-May	319	59	21	399	95%
HOOVER	1-May	639	75	73	787	91%
KENNEDY	1-May	440	87	213	740	71%
MIT	1-May	267	52	62	381	84%
NSA	1-May	49	20	460	529	13%
ORION	1-May	58	23	149	230	35%
ROOS.	1-May	405	71	172	648	73%
SELBY	1-May	559	71	80	710	89%
TAFT		379	73	67	518	87%
<b>Total</b>		<b>5050</b>	<b>888</b>	<b>3053</b>	<b>8991</b>	<b>66%</b>

Fair Oaks/Garfield/Hawes/Hoover/Taft are Provision 2 Schools. These numbers are based on the Base Year

<b>Fair Oaks</b>	<b>5/08</b>	<b>357</b>	<b>70</b>	<b>51</b>	<b>478</b>
		0.75	0.15		
<b>Garfield</b>	<b>5/10</b>	<b>581</b>	<b>73</b>	<b>43</b>	<b>697</b>
		0.83	0.10		
<b>Hawes</b>	<b>5/11</b>	<b>338</b>	<b>63</b>	<b>22</b>	<b>423</b>
		0.80	0.15		
<b>Hoover</b>	<b>5/10</b>	<b>687</b>	<b>81</b>	<b>78</b>	<b>846</b>
		0.81	0.10		
<b>Taft</b>	<b>5/12</b>	<b>402</b>	<b>77</b>	<b>71</b>	<b>550</b>
		0.73	0.14		

Plan Bay Area Communities of Concern Designation (purple shading)



**Part C Application Attachments**

**Attachment I:**

**Part B Question 6 B**

Benefit/Cost Calculation Spreadsheet Results

(see following pages)

ECONOMIC EVALUATION (Constant Values)

<b>Total Benefits</b>	\$7,560,711
Mobility Benefits	\$0
Health Benefits	\$234,433
Recreational Benefits	\$0
Safety Benefits	\$5,416,290
Gas & Emission Benefits	\$1,909,988

Total Costs	\$966,000
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Benefit-Cost Ratio (BCR)	7.8
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NON-INFRASTRUCTURE-Non-SR2S and SR2S

SUMMARY OF QUANTIFIABLE BENEFITS AND COSTS

Year	Mobility Benefits	Health Benefits	Recreational Benefits	Safety Benefits	Gas & Emission Benefits	Total Benefits	Present Value Benefit	Total Project Cost	Present Value Cost	Discount Rate	Net Present Value	BCA Ratio	Funds Requested	PV of Funds Requested
PROJECT OPEN										7.00%			966,000	928,846
1	\$0	\$45,048	\$0	\$1,040,786	\$367,020	\$1,452,854	\$1,396,975	\$966,000	\$928,846					
2	\$0	\$45,949	\$0	\$1,061,601	\$374,361	\$1,481,911	\$1,370,110		\$0					
3	\$0	\$46,868	\$0	\$1,082,833	\$381,848	\$1,511,549	\$1,343,762		\$0					
4	\$0	\$47,806	\$0	\$1,104,490	\$389,485	\$1,541,780	\$1,317,920		\$0					
5	\$0	\$48,762	\$0	\$1,126,580	\$397,274	\$1,572,616	\$1,292,576		\$0					
6	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
7	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
8	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
9	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
10	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
11	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
12	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
13	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
14	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
15	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
16	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
17	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
18	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
19	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
20	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0					
<b>Total Mobility Benefits</b>	\$0	\$234,433	\$0	\$5,416,290	\$1,909,988	\$7,560,711	\$6,721,344	\$966,000	\$928,846				\$966,000	\$928,846
<b>Total Health Benefits</b>														
<b>Total Recreational Benefits</b>														
<b>Total Safety Benefits</b>														
<b>Total Gas &amp; Emission Benefits</b>														
<b>Sum Total Benefits</b>						\$7,560,711	\$6,721,344	\$966,000	\$928,846				\$966,000	\$928,846
<b>Sum Total Project Cost</b>						\$966,000	\$928,846						\$966,000	\$928,846
<b>Sum PV Funds Requested</b>													\$966,000	\$928,846

**NON-INFRASTRUCTURE**

Project Name:	Redwood City 2020 STEP
Project Location:	Redwood City and North Fair Oaks, San Mateo County

**Outreach ( SR2S)- (Box 2A)**

Participants	3,025
Current Active Trans Walker/Bicyclist Users	1,482
Percentage of Current Active Trans Walkers/Bicyclists	49%
Project Cost	\$216,000
ATP Requested Funds	\$216,000
Duration of Outreach (months)	36
Outreach to new users	1,543

**Outreach (Non SR2S)- (Box 2B)**

Participants	55,000
Current Active Trans Walker/Bicyclist Users	3%
Percentage of Current Active Trans Walkers/Bicyclists	\$750,000
Project Cost	\$750,000
ATP Requested Funds	36
Duration of Outreach (months)	55,000
Outreach to new users	

**Perception (must be marked with an "x")- (Box 2C)**

Outreach is Hands-on (self-efficacy)	X
Overcome Barriers (e.g., dist, time, etc.)	X
Eliminates Hazards/Threats (speed, crime, etc.)	X
Connected or Addresses Connectivity Challenges	X
Creating Value in Using Active Transportation	X

**Promotional Effort (must be marked with an "x")- (Box 2D)**

Effort Targets 5 E's or 5 P's	X
Knowledgeable Staff/Educator Partnership/Volunteers	X
Creates Community Ownership/Relationship	X
Part of Bigger Effort (e.g., political support)	X

**Age (must be marked with an "x")- (Box 2E)**

Younger than 10	
10-12	X
13-24	
25-55	
55+	

**Duration (must be marked with an "x")- (Box 2F)**

One Day	
One Month	
One Year	
Multiple Years	X
Continuous Effort	

Projected New Active Trans Riders

Longitudinal New Users

309

Projected New Active Trans Riders

Longitudinal New Users

1,100

**CRASH DATA - (Box 2G)**

Fatal Crashes	Last 5 Yrs	Annual
Injury Crashes	2	0.4
PDO	32	6.4
	50	10

**Assumption:**

Benefits only accrue for five years, unless the project is ongoing.

Year	Mobility Benefits	Health Benefits	Recreational Benefits	Safety Benefits	Gas & Emission Benefits	Total Benefits	Total Project Cost	Growth Factor
<b>PROJECT OPEN</b>								
1	\$0	\$45,048	\$0	\$1,040,786	\$367,020	\$1,452,854	\$216,000	1.02
2	\$0	\$45,949	\$0	\$1,061,601	\$374,361	\$1,481,911		
3	\$0	\$46,868	\$0	\$1,082,833	\$381,848	\$1,511,549		
4	\$0	\$47,806	\$0	\$1,104,490	\$389,485	\$1,541,780		
5	\$0	\$48,762	\$0	\$1,126,580	\$397,274	\$1,572,616		
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
<b>Total</b>	\$0	\$234,433	\$0	\$5,416,290	\$1,909,988	\$7,560,711	\$216,000	

**Part C Application Attachments**

**Attachment I:**

**Part B Question 8**

California Conservation Corps Participation Documentation

**Ellen Barton - RE: Active Transportation Program Proposal**

---

**From:** "ATP@CCC" <ATP@CCC.CA.GOV>  
**To:** "ebarton@co.sanmateo.ca.us" <ebarton@co.sanmateo.ca.us>  
**Date:** 5/22/2015 1:42 PM  
**Subject:** RE: Active Transportation Program Proposal  
**CC:** "ATP@CCC" <ATP@CCC.CA.GOV>, "Hsieh, Wei@CCC" <Wei.Hsieh@CCC.CA.GOV>, "in..."

---

Hi Ellen,

Thank you for contacting the CCC. Unfortunately, we are unable to participate in this project. Please include this email with your application as proof that you reached out to the CCC.

Thank you,

Wei Hsieh, Manager  
Programs & Operations Division  
California Conservation Corps  
1719 24<sup>th</sup> Street  
Sacramento, CA 95816  
(916) 341-3154  
[Wei.Hsieh@ccc.ca.gov](mailto:Wei.Hsieh@ccc.ca.gov)

---

**From:** Ellen Barton [<mailto:ebarton@co.sanmateo.ca.us>]  
**Sent:** Tuesday, May 19, 2015 5:45 PM  
**To:** ATP@CCC; [inquiry@atpcommunitycorps.org](mailto:inquiry@atpcommunitycorps.org)  
**Subject:** Active Transportation Program Proposal

San Mateo County Office of Sustainability plans to submit a non-infrastructure encouragement and education project proposal for Active Transportation Program Cycle 2 funding.  
The project title is: Redwood City 2020 Sustainable Transportation Encouragement Project (STEP)  
The schedule is: January 2017 to December 2019 (estimated)  
The project description, budget estimate, and map are attached.

Please let us know if the Corps can assist us with this project.  
Please let me know if you need further detail.

Thank you.

**Ellen Barton - Re: Active Transportation Program Proposal**

---

**From:** Active Transportation Program <[inquiry@atpcommunitycorps.org](mailto:inquiry@atpcommunitycorps.org)>  
**To:** Ellen Barton <[ebarton@co.sanmateo.ca.us](mailto:ebarton@co.sanmateo.ca.us)>  
**Date:** 5/22/2015 4:31 PM  
**Subject:** Re: Active Transportation Program Proposal  
**CC:** "atp@ccc.ca.gov" <[atp@ccc.ca.gov](mailto:atp@ccc.ca.gov)>

---

Hi Ellen,

Debra Gore-Mann of the San Francisco Conservation Corps has responded that they are able to assist with the bike audits.

Please include this email with your application as proof that you reached out to the Local Corps. Feel free to contact Debra ([dgoremann@sfcc.org](mailto:dgoremann@sfcc.org)) directly if your project receives funding.

Thank you!

On Tue, May 19, 2015 at 5:44 PM, Ellen Barton <[ebarton@co.sanmateo.ca.us](mailto:ebarton@co.sanmateo.ca.us)> wrote:

San Mateo County Office of Sustainability plans to submit a non-infrastructure encouragement and education project proposal for Active Transportation Program Cycle 2 funding.

The project title is: Redwood City 2020 Sustainable Transportation Encouragement Project (STEP)

The schedule is: January 2017 to December 2019 (estimated)

The project description, budget estimate, and map are attached.

Please let us know if the Corps can assist us with this project.

Please let me know if you need further detail.

Thank you.

**Ellen Barton**

Active Transportation Coordinator

**County of San Mateo**

Office of Sustainability

400 County Center, 1<sup>st</sup> Floor

Redwood City, CA 94063-1646

650-599-1420 T

650-361-8227 F

[www.smcgov.org](http://www.smcgov.org)



--  
**Monica Davalos** | Legislative Policy Intern  
Active Transportation Program  
California Association of Local Conservation Corps  
1121 L Street, Suite 400  
Sacramento, CA 95814  
916.426.9170 | [inquiry@atpcommunitycorps.org](mailto:inquiry@atpcommunitycorps.org)

## **Part C Application Attachments**

### **Attachment I:**

#### **Screening Question 2**

List of Approved Plans for North Fair Oaks Area

1. North Fair Oaks Community Plan  
<http://planning.smcgov.org/documents/nfo-plan>
  
2. Hoover School Community Plan  
[http://www.redwoodcity.org/bit//transportation/hoover.mobility.study/pdf/caltrans.justice/Executive\\_Summary.pdf](http://www.redwoodcity.org/bit//transportation/hoover.mobility.study/pdf/caltrans.justice/Executive_Summary.pdf)
  
3. Redwood City 2020 Strategic Plan (2015 update)  
(draft excerpts see following pages)

Excerpts of Draft 2014/15 Strategic Plan for Redwood City 2020  
Safe Routes to School Program Goals

**Outcome 2: Increase the number of students and families who walk and cycle to school** through Safe Routes to School programs. Redwood City 2020 Safe Routes to School programs will:

- Increase students' and families' knowledge about pedestrian and bicycle safety
- Increase volunteer capacity and the number of volunteers supporting Safe Routes to School
- Increase options and student/family knowledge about physical activity
- Collaborate with professional partners to further identify physical barriers to safety and ensure the success of Safe Routes to School
- Evaluate and improve Safe Routes to School programming in Redwood City.

Key Strategies for Increasing Pedestrian and Bicycle Safety Knowledge	Measurable Outcomes	Key Dates	Lead Partner
1. Invite Redwood City School District schools to host educational programs during the school day and in after school programs.	1 more school over last year's total	November 2014	RC 2020
2. Contract with vendors to provide relevant programming.	Speak with 3 different vendors	January 2015	RC 2020
3. Provide educational programs (including bicycle rodeos and school-based workshops about safe walking/cycling) for students and families.	5% increase in # of students and families reached	June 2015	RC 2020 and Vendors
4. Implement a program called SPOKES that teaches students bicycle safety and basic bicycle maintenance and repair. <ul style="list-style-type: none"> <li>• Teach participants applicable traffic laws and how to ride safely around town.</li> <li>• Empower participants to become ambassadors for safe and responsible bicycle riding.</li> <li>• Provide approximately 60 children of low-income households new helmets, bike locks, and basic tool kits after the successful completion of the 6-week course on bicycle safety and basic bicycle maintenance and repair.</li> <li>• Provide bicycles in good working order to students who do not have bicycles.</li> </ul>	Each participant provided with a helmet, bike lock, basic tool kit, and provide students without bikes with a working bicycle	June 2015	Redwood City Parks and Recreation and Police Activities League

<b>Key Strategies for SR2S Partner Collaboration</b>	<b>Measurable Outcomes</b>	<b>Lead Partner</b>
1. Facilitate quarterly SR2S Task Force meetings.	Increase total # of attendees	RC 2020
2. Coordinate and collaborate closely with County and City engineering and law enforcement departments.	Facilitate 1 walking audit	RC 2020
3. Partner with RCSD administrators and other school leaders to shape and guide SR2S educational efforts and community mobilizing.	Attend Policy Advisory meetings with SMCOE	RC 2020

<b>Key Strategies for SR2S Evaluation and Improvement</b>	<b>Measurable Outcomes</b>	<b>Lead Partner</b>
1. Conduct classroom tallies and parent/family surveys.	Keep records of each survey; increase participation by 5%	RC 2020
2. Meet with school-based groups of parents/families (e.g., site councils and PTA groups) to gather feedback, solicit support, encourage participation, and build partnerships.	Increase # of groups met during 2013/14 by 1	RC 2020
3. Evaluate progress quarterly; make program changes accordingly.	Updated quarterly record available to funders	RC 2020
4. Compare participation numbers from prior years to the current year.	Have an across the board increase	RC 2020
5. Seek administrators' and teachers' input on the value of SR2S programs.	Provide teacher survey by end of school year	RC 2020



May 28, 2015

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Tel 408.287.7259  
Fax 408.213.7559

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Caltrans  
Division of Local Assistance, MS 1  
Attn: Office of Active Transportation  
and Special Programs  
P.O. Box 942874  
Sacramento, CA 94274-0001

Metropolitan Trans. Commission  
101 Eighth Street  
Oakland, CA 94607

Re: Support - Redwood City 2020 Sustainable Transportation  
Encouragement Program (STEP)  
ATP Cycle 2 Grant Application

To Whom It May Concern:

I am writing to you as the Executive Director of Silicon Valley Bicycle Coalition (SVBC), a non-profit of over 2,200 members with the mission to create a healthy community, environment, and economy through bicycling for people who live, work, or play in San Mateo and Santa Clara Counties. I'm writing to express SVBC's strong support for the County of San Mateo Office of Sustainability's ATP Cycle 2 Grant Application Redwood City 2020 Sustainable Transportation Encouragement Program (STEP).

The five-part community-wide Transportation Demand Management approach will increase the safety of children and all residents walking and bicycling in the Redwood City/North Fair Oaks community while increasing the number of people who walk and bike for daily trips. Safety for all roadway users is a priority for SVBC and STEP will provide needed attention to the high rates of collisions in this area of our county.

This is a particularly appropriate time for the Redwood City School District and San Mateo County to address the need for more people to feel comfortable and safe choosing healthy transportation. Traffic demands will increase dramatically in this project area with new development and collision rates are already too high in this community. The expanded education, enforcement, and encouragement programs in STEP are urgently needed to reduce traffic and increase safety for children walking to school and for all people traveling through the North Fair Oaks project area. We look forward to working with the Office of Sustainability and Redwood City 2020 on the STEP project.

We strongly support funding this project and thank you for the ATP Grant Program.

Sincerely,

Shiloh Ballard  
President and Executive Director

Cc: County of San Mateo, Office of Sustainability  
City of Redwood City

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**PRESIDENT AND EXECUTIVE DIRECTOR**

Shiloh Ballard

SVBC is a 501(c)(3)  
non-profit organization  
EIN 77-0338658

# C/CAG

## CITY/COUNTY ASSOCIATION OF GOVERNMENTS OF SAN MATEO COUNTY

*Atherton • Belmont • Brisbane • Burlingame • Colma • Daly City • East Palo Alto • Foster City • Half Moon Bay • Hillsborough • Menlo Park  
Millbrae • Pacifica • Portola Valley • Redwood City • San Bruno • San Carlos • San Mateo • San Mateo County • South San Francisco • Woodside*

May 28, 2015

California Transportation Commission  
1120 N Street, MS-52  
Sacramento, CA 95814

Re: Redwood City 2020 Sustainable Transportation Encouragement Program (STEP)

Dear Members of the California Transportation Commission:

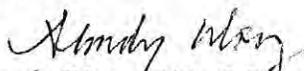
I would like to express my support for the County of San Mateo Office of Sustainability grant proposal: *Redwood City 2020 Sustainable Transportation Encouragement Program (STEP)*. STEP aims to increase the safety of children and all residents walking and bicycling in the Redwood City/North Fair Oaks community while increasing the number of people who walk and cycle for daily trips.

This is a particularly appropriate time for the Redwood City School District and San Mateo County to address the need for more residents, students, and shoppers to feel comfortable, safe, and supported in their choice to use active transportation. Traffic demands will increase dramatically in this project area as more than 1,700 new housing units and more than 1 million square feet of new offices are completed.

The expanded education, enforcement, and encouragement programs in STEP are urgently needed to reduce traffic and increase safety for children walking to school and for all residents and visitors traveling through the Redwood City/North Fair Oaks project area.

We look forward to increasing traffic safety for all roadway users by collaborating with the Office of Sustainability and Redwood City 2020 on the STEP project.

Regards,

  
Sandy Wong, C/CAG Executive Director

# Commute.org

May 26, 2015

California Transportation Commission  
Active Transportation Program  
c/o Ellen Barton, Active Transportation Coordinator  
County of San Mateo Office of Sustainability  
400 County Center CMO 105  
Redwood City, California 94063

Re: Support for Redwood City 2020 Sustainable Transportation Encouragement Program

Dear Members of the California Transportation Commission:

On behalf of Commute.org (formerly known as Peninsula Traffic Congestion Relief Alliance), I want to express our support for the County of San Mateo Office of Sustainability grant proposal: *Redwood City 2020 Sustainable Transportation Encouragement Program (STEP)*.

Commute.org is dedicated to addressing the challenges involved in commuting to and from work and school in San Mateo County. Part of our mission is to reduce the number of single occupancy vehicles traveling in, to and through San Mateo County, thereby reducing vehicle traffic resulting in improved air quality and better peak-hour roadway conditions.

STEP will increase the safety of the residents walking and bicycling in the Redwood City/North Fair Oaks community while increasing the number of people who walk and cycle for daily trips. Safety for all roadway users is a priority for Commute.org and STEP will provide needed attention to the vehicle, bicycle and pedestrian traffic in this area of our county.

Traffic demands will increase dramatically in this project area as more than 1,700 new housing units and more than 1 million square feet of new offices are completed. The STEP project will encourage the use of active modes of transportation through the education, enforcement, and encouragement programs included in the project scope.

The Redwood City 2020 Sustainable Transportation Encouragement Program offers a unique opportunity to provide safer routes for bicyclists, pedestrians and students. We thank you for your consideration of this project.

Sincerely,



John Ford  
Executive Director



SAN MATEO  
COUNTY  
OFFICE OF  
EDUCATION

Anne E. Campbell • County Superintendent of Schools

May 29, 2015

California Transportation Commission  
Active Transportation Program  
c/o Ellen Barton, Active Transportation Coordinator  
County of San Mateo Office of Sustainability  
400 County Center CMO 105  
Redwood City, California 94063

Re: Redwood City 2020 Sustainable Transportation Encouragement Program (STEP)

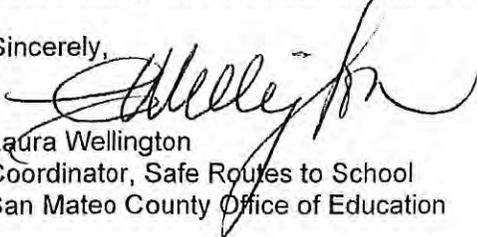
Dear Members of the California Transportation Commission:

The San Mateo County Office of Education – Safe Routes to School Program strongly supports the County of San Mateo Office of Sustainability grant proposal: *Redwood City 2020 Sustainable Transportation Encouragement Program (STEP)*. STEP will increase the safety of children and all residents walking and bicycling in the Redwood City/North Fair Oaks community while increasing the number of people who walk and cycle for daily trips. Safety for all roadway users is a priority for San Mateo County Office of Education and STEP will provide needed attention to the tragically high rates of collisions in this area of our county.

This is a particularly appropriate time for the Redwood City School District and San Mateo County to address the need for more residents, students, and shoppers to feel comfortable, safe, and supported in their choice to use active transportation. Traffic demands will increase dramatically in this project area as more than 1,700 new housing units and more than 1 million square feet of new offices are completed. Collision rates are already too high in this community. The expanded education, enforcement, and encouragement programs in STEP are urgently needed to reduce traffic and increase safety for children walking to school and for all residents and visitors traveling through the North Fair Oaks project area. The educational materials that will result from STEP include priority elements within the San Mateo County's Safe Routes to School Program and will support the continued efforts being made in the areas of student safety, school traffic, school community wellness and traffic mitigation.

We look forward to increasing traffic safety for all stakeholders by collaborating with the Office of Sustainability and Redwood City 2020 on the STEP project.

Sincerely,

  
Laura Wellington  
Coordinator, Safe Routes to School  
San Mateo County Office of Education

May 29, 2015

California Transportation Commission  
Active Transportation Program  
c/o Ellen Barton, Active Transportation Coordinator  
County of San Mateo Office of Sustainability  
400 County Center CMO 105  
Redwood City, California 94063

**Re: Redwood City 2020 Sustainable Transportation Encouragement Program (STEP)**

Dear Members of the California Transportation Commission:

On behalf of the San Mateo County Health System, I am writing to express my support for the County of San Mateo Office of Sustainability grant proposal: *Redwood City 2020 Sustainable Transportation Encouragement Program (STEP)*. STEP will increase the safety of children and all residents walking and bicycling in the Redwood City/North Fair Oaks community while increasing the number of people who walk and cycle for daily trips.

Increased bicycling and walking increases physical activity and leads to lower rates of preventable disease. This is particularly relevant for residents of North Fair Oaks and Redwood City where:

- Average age at death is lower than the county average, indicating a need for preventative health measures and increased active transportation.
- The project area has the highest concentration of bicycle and pedestrian collisions in San Mateo County.

The Redwood City area is growing rapidly and traffic demands will increase dramatically as more than 1,700 new housing units and more than 1 million square feet of new offices are completed. Collision rates are already too high in this community. The expanded education, enforcement, and encouragement programs provided by STEP will bring attention and awareness to these safety issues for children, seniors, and all other residents and visitors traveling through the North Fair Oaks project area.

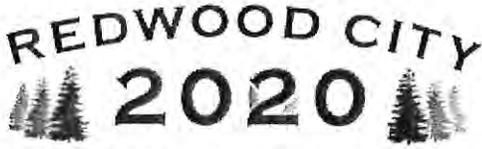
As part of the Health System's mission to create healthy communities, I urge you to fund these projects to improve education for all residents and encourage safe mode shifts to sustainable, healthy forms of travel by workers, residents and students. We look forward to supporting The Office of Sustainability in carrying out this important project. If you have any questions, please contact Maeve Johnston, Community Health Planner at 650.573.2415 or [mjohnston@smcgov.org](mailto:mjohnston@smcgov.org). Thank you for your consideration.

Sincerely,



Sara T. L. Mayer  
Director of Public Health, Policy and Planning  
San Mateo County Health System





A healthy community partnership

Jana L. Kiser  
Redwood City 2020 Executive Director  
jkiser@redwoodcity.org  
(650) 423-2217

May 29, 2015

California Transportation Commission  
Active Transportation Program  
c/o Ellen Barton, Active Transportation Coordinator  
County of San Mateo Office of Sustainability  
400 County Center CMO 105  
Redwood City, California 94063

Re: Redwood City 2020 Sustainable Transportation Encouragement Program (STEP)

Dear Members of the California Transportation Commission:

Redwood City 2020 strongly supports the County of San Mateo Office of Sustainability grant proposal: *Redwood City 2020 Sustainable Transportation Encouragement Program (STEP)*. STEP will increase the safety of children and all residents walking and bicycling in the Redwood City/North Fair Oaks community while increasing the number of people who walk and cycle for daily trips. Safety for all roadway users, particularly students and their families, is a priority for Redwood City 2020 and STEP will provide needed attention to the tragically high rates of collisions in this area of our county.

This is a particularly appropriate time for the Redwood City School District and San Mateo County to address the need for more residents, students, and shoppers to feel comfortable, safe, and supported in their choice to use active transportation. Traffic demands will increase dramatically in this project area as more than 1,700 new housing units and more than 1 million square feet of new offices are completed. Collision rates are already too high in this community. The expanded education, enforcement, and encouragement programs in STEP are urgently needed to reduce traffic and increase safety for children walking to school and for all residents and visitors traveling through the North Fair Oaks project area. The educational materials that will result from STEP are priority elements of Redwood City 2020 efforts to achieve the goals stated in our strategic plan to engage students and their families in the Redwood City School District with relevant educational opportunities, encouragement activities, and addressing barriers to walking and biking to school. We look forward to increasing traffic safety for seniors and all roadway users by collaborating with the Office of Sustainability on the STEP project.

Sincerely,

Jana L. Kiser  
Redwood City 2020 Executive Director

COMMUNITY DEVELOPMENT DEPARTMENT  
ENGINEERING AND TRANSPORTATION



1017 Middlefield Road  
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May 26, 2015

California Transportation Commission  
Active Transportation Program  
c/o Ellen Barton, Active Transportation Coordinator  
County of San Mateo Office of Sustainability  
400 County Center CMO 105  
Redwood City, California 94063

Re: Redwood City 2020 Sustainable Transportation Encouragement Program (STEP)

Members of the California Transportation Commission,

The City of Redwood City strongly supports the County of San Mateo Office of Sustainability's grant proposal *Redwood City 2020 Sustainable Transportation Encouragement Program (STEP)*. STEP will increase the safety of bicyclists and pedestrians of all ages in the Redwood City/North Fair Oaks community, while also increasing the number of people who walk and cycle for daily trips in and through this area.

Safety for all roadway users is a priority for Redwood City. This is a particularly appropriate time for the Redwood City School District and San Mateo County to implement programs to enable more residents, students, and shoppers to feel comfortable, safe, and supported while using active transportation. Traffic demands continue to increase in the project area as more than 1,700 new housing units and more than 1 million square feet of new offices are completed. STEP's expanded education, enforcement, and encouragement programs will help reduce traffic and increase safety, both for children walking to school as well as for all residents, visitors, and employees traveling through the North Fair Oaks project area. The new educational materials support many goals outlined in Redwood City's *General Plan*, including objectives pertaining to active transportation, sustainability, and air quality.

We look forward to increasing traffic safety for all roadway users by collaborating with the Office of Sustainability and Redwood City 2020 on the STEP project.

Sincerely,

A handwritten signature in black ink, appearing to read "Jessica Manzi".

Jessica Manzi  
Sr. Transportation Coordinator  
650-780-7372



# Sustainable San Mateo County

Economy. Equity. Environment.

*Dedicated to the long-term health and vitality of our region*

(650) 638-2323 • Fax: (650) 361-1395  
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Web: [www.sustainablesanmateo.org](http://www.sustainablesanmateo.org)  
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May 26, 2015

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Project Manager  
Indicators Report  
MATT JONES

California Transportation Commission  
Active Transportation Program  
c/o Ellen Barton, Active Transportation Coordinator  
County of San Mateo Office of Sustainability  
400 County Center CMO 105  
Redwood City, California 94063

Re: Redwood City 2020 Sustainable Transportation Encouragement Program (STEP)

Dear Members of the California Transportation Commission:

Sustainable San Mateo County (SSMC) strongly supports the County of San Mateo Office of Sustainability grant proposal: *Redwood City 2020 Sustainable Transportation Encouragement Program (STEP)*. STEP will increase the safety of children and all residents walking and bicycling in the Redwood City/North Fair Oaks community while increasing the number of people who walk and cycle for daily trips. Safety for all roadway users is a priority for SSMC and STEP will provide needed attention to the tragically high rates of collisions in this area of our county.

This is a particularly appropriate time for the Redwood City School District and San Mateo County to address the need for more residents, students, and shoppers to feel comfortable, safe, and supported in their choice to use active transportation. Traffic demands will increase dramatically in this project area as more than 1,700 new housing units and more than 1 million square feet of new offices are completed. Collision rates are already too high in this community. The expanded education, enforcement, and encouragement programs in STEP are urgently needed to reduce traffic and increase safety for children walking to school and for all residents and visitors traveling through the North Fair Oaks project area.

Sustainable San Mateo County has long supported transit, bike and pedestrian friendly community design as one of the ways to mitigate some of the more negative findings outlined in our annual *Indicators for a Sustainable San Mateo County Report*. These problem areas include: number of vehicle miles traveled, amount of gasoline consumed, air quality, levels of greenhouse gas emissions, housing affordability, community health, energy use, and crime.

We look forward to increasing traffic safety for seniors and all roadway users by collaborating with the Office of Sustainability and Redwood City 2020 on the STEP project.

Sincerely,

Adrienne Etherton  
Executive Director