

7.4. Priority Programmatic Recommendations

Table 7-5: Priority Recommended Programs

Priority Recommended Programs			
Title	Steps	Priority Level	Cost Estimate
Safe Routes to School Program			
Walk or Wheel	Continue to support the Walk or Wheel (WoW) Program or similar programs that encourage students to walk or bike or to school	High	\$4,000
Promote Suggested Routes	Promote the updated suggested routes to school maps that include suggested routes, crossing locations, traffic controls, and crossing guard locations along routes to each school	High	\$1,000
Appendix E	Promote and implement the additional recommendations from Appendix E	High	\$200,000
Walk to Work Programs			
City Employee Alternative Commute Modes	Actively promote alternative commute modes for City employees	High	\$14,000
Walk Friendly Community Designation			
Walk Friendly Community	Consider applying to this program to demonstrate dedication to improving the pedestrian environment.	High	\$5,000
Traffic Safety Campaign			
Traffic Safety Program	Consider implementation of a traffic safety program such as StreetSmarts	High	\$2,500
Targeted Police Enforcement			
Targeted Enforcement Strategies	Coordinate with the Police Department to continue its existing targeted enforcement strategies to increase the safety of pedestrians in Los Altos	High	\$18,000
Speed Feedback Signs			
Mobile Speed Feedback	The City should work with the Police Department and Public Works to continue operations of mobile speed feedback signs	High	\$30,000
Annual Pedestrian Counts and Survey Program			
Pedestrian Counts and Survey	Conduct an annual pedestrian community survey and an annual pedestrian count program	High	\$3,000
Report Card	Produce an annual report or 'report card' on walking. Annual reports developed from count and survey efforts can help the City measure its success toward the goals of this Plan as well rate the overall quality or effectiveness of the ongoing efforts to increase walking in the City	High	\$10,000