



To: Jaime Rodriguez, City of Los Altos
From: Courtney Wood & Andre-Anne Cadieux, Alta Planning + Design
Date: May 21, 2021
Re: Los Altos SRTS Stakeholder Interview Summary – Final Report

Introduction

Successful and sustainable SRTS programs rely on support and involvement from a wide range of local partners and stakeholders including schools, the school district, city and regional government agencies, and the broader community. Project staff have conducted interviews with key stakeholders to gather more information about existing and previous efforts, challenges, and opportunities to improve walking and biking to school and to identify additional stakeholders to involve in the planning process. This memorandum includes a brief summary of interviews conducted and key findings that will help to develop recommendations for the Los Altos SR2S EE Program.

Stakeholder Interviews

Project staff had conducted nine (9) phone interviews with key stakeholders as part of initial outreach. Interviews were structured around the following questions:

- What is your role (previous and/or current) on SRTS in Los Altos?
- What types of SRTS education and encouragement activities are already happening Los Altos?
- What challenges or barriers prevent students from walking or biking to school more often in Los Altos?
- What opportunities do you see to improve SRTS programs for Los Altos students?
- What challenges or opportunities do you see in implementing SR2S programs?
- What do you see as the top SR2S program priorities for Los Altos?
- Do you have recommendations for other key stakeholders who should be engaged in this process?
- Is there anything else you would like to share?

Notes from individual interviews are provided in Annex 1. Interviewees are listed in Table 1.

Table 1. Los Altos Stakeholder Interviewees

Date	Name	Organization	Position
Jan 12	Stacy Banerjee	Los Altos Complete Streets Commission	Commission Vice Chair
Jan 25	Suzanne Ambiel	Los Altos Complete Streets Commission	Commission Member
Feb 5	Laura Teksler Chris Hoeber Gary Hedden Margie Suozzo Arnold Ambiel Kris Jensen	GreenTown Los Altos	Vice Chair of Environment SRTS coordinator President
Feb 11	Karen Wilson	Los Altos School District	STEM coordinator
March 16	Liz Checke	Los Altos Police Department – Traffic	Sergeant
March 23	Alison Luvara Cindy Klaje Lori Cunningham Leslie Mains	Cupertino Union School District/ Montclair Elementary School	Montclair School Principal Montclair PTO President Trustee, Board of Education Associate Superintendent
April 16	David Miller Jeff Selzer	Bicycle Outfitter (Los Altos) Palo Alto Bicycles	Manager Owner of Bicycle outfitter and Palo Alto Bicycles and Los Altos resident
April 23	Jeff Baier Sandra McGonagle	Los Altos School District	Superintendent Assistant Superintendent of Curriculum and Instruction
May 3	Los Altos Youth Commission	Los Altos Youth Commission	Commissioners

Key Findings

Existing SR2S efforts in Los Altos

Los Altos School District

Los Altos School District (LASD) has nine (9) public schools:

- Almond ES
- Covington ES
- Gardner Bullis ES
- Loyola ES
- Oak Avenue ES
- Santa Rita ES
- Springer ES
- Black Intermediate (Junior High)
- Egan Junior High

LASD schools have organized safety assemblies, Walk and Bike to School days and bike rodeos in coordination with local law enforcement and parent organizations. PTA and parent organizations organize and promote encouragement activities and advocate for infrastructure improvements. LASD collects data through student tallies in classroom three times a year and parent/caregiver surveys.



Los Altos Police Department contracts with Safe Moves to provide education activities in Los Altos School District and Cupertino Union School District schools. Green Town Los Altos also delivered bike safety lessons with the PE teachers.

The School District and school staff were also involved in the development of the first Walk and Roll maps, helping with getting community feedback.

SRTS programs in LASD remain an independent work that goes at each school. SRTS efforts is less active in the school district since COVID-19.

Cupertino Union School District

Cupertino Union School District (CUSD) has schools in six (6) different cities and five (5) schools that serve Los Altos residents:

- Montclair ES (in Los Altos)
- Stevens Creek Elementary (Cupertino)
- West Valley Elementary (Sunnyvale)
- Cupertino MS (in Sunnyvale)
- Kennedy Middle (Cupertino)

Montclair school has a high proportion of their students walking or biking to school. The school organizes encouragement and education activities in collaboration with Los Altos Police Department (Walk/ Bike to School days, bike rodeos).

CUSD had collected parent feedback regarding SRTS a couple of years ago through a survey.

GreenTown Los Altos “School Wow!” Program

GreenTown Los Altos is an active SRTS stakeholder in the community. Through their program “School WoW!” the organization had engaged with LASD schools in many SRTS activities from 2009 to 2020 (pre-covid).

The organization provides support to the school PTA representatives, helps LASD with student travel data collection and analysis, organizes and promotes walk and bike events several times during the school year. They help the school district to identify barriers and challenges to walking and biking to school and make recommendations for the district and the City. GreenTown also had drafted material with a PE teacher at Loyola School to develop a pilot education program.

Citywide Crossing Guard Program

The crossing guard program is entirely funded by the City of Los Altos and is managed by Los Altos Police Department. Police Department works with the crossing guard agency ACMS to support the schools and evaluate areas where crossing guards are needed on a weekly or bi-weekly basis. Police officers help with areas crossing guards can’t cover and make them a priority. There are twenty-eight (28) sites with crossing guards in Los Altos.

Parents both from LASD and CUSD had advocated for many years to get a crossing guard program funded by the City.

Countywide SRTS Efforts

The County of Santa Clara has a Safe Routes to School program, led by Santa Clara County Public Health. The County can provide technical assistance (trainings, workshops, resource development) to SRTS Providers. Safe Routes to School Providers meet on a quarterly basis. Meetings are led by Santa Clara County Public Health Department and Santa Clara Valley Transportation Authority (VTA), and supported by Traffic Safe Communities Network.

Interviews Summary

The stakeholders have identified parent perceptions, the lack and/or gaps in pedestrian and bicycle infrastructures and the lack of a sustained and consistent pedestrian and bicycle education program as the main barriers to walking and biking to school. The interviews showed the need to build local partnerships and to improve coordination and communication between the key stakeholders. The stakeholders have identified opportunities to integrate a SR2S curriculum with the school day. The need to provide education and encouragement activities to engage both parents and children was also mentioned as a priority, along with setting success criteria for Los Altos SR2S program.

Challenges and barriers to walking and biking to school

- Parent perceptions
- Pedestrian and bicycle infrastructure gaps
- Busy roads (speed, traffic volume) and different jurisdictions
- Inconvenience (parent schedule, distances, weather, after-school activities)
- Drop off and pick up hours: heavy traffic, bicyclists, pedestrians and cars get mixed at school entrances
- Lack of support or involvement from school/PTA staff

Opportunities to improve SRTS programs in Los Altos

- Annual bike swap meet
- Parent/Community Engagement: Bike trains and walking school bus, parent champions, chaperones
- Local partnerships to get education and encouragement activities
- Integration with school day and education standards:
 - Walking/biking field trips to integrate SRTS curriculum (e.g., in photography class students walk to the dog park to work)
 - Engage teachers through curriculum
 - Aligned curriculum with education standards
- Coordinate education and encouragement activities (education activities student earlier in the year)
- Walk and Roll to School Days: more frequent than once a year, better communicate and promote the events
- More bike racks on campuses, bike share system at schools
- Technology: website, app for parents and students, text messages
- Santa Clara County has program resources

Challenges and opportunity in implementing SR2S programs in Los Altos

- Program sustainability, consistent and ongoing leadership
- Improve coordination/consistency between agencies and organizations
- Parent engagement – bike train, walking school bus, parent-child on-bike activities
- Education: get SRTS part of the Board of Education curriculum plan, standards/requirements that can be fulfilled by curriculum. Educational sessions must have a certified teacher present which limits education opportunities
- Youth/High School engagement, school green teams, student-led activities (“Students follow their peers and not traffic rules”)
- School staff and teachers time and availability
- Student engagement, involve Los Altos Youth Commission

Top SR2S program priorities

- Sustained education plan
- Education for older kids (“solo riders”)
- Data collection and evaluation
- Parent engagement
- Show walking and biking benefits for students and parents

- Family/parent-child activities on weekends - fun education
- Provide, improve safe routes and facilities

Key Stakeholders to engage in the SR2S program development

- School District Representatives
- School Staff (Principal, teachers)
- GreenTown Los Altos
- PTA Champions and Presidents
- Los Altos Youth Commission and schools' Green Teams

Conclusion

SR2S programs in Los Altos remain independent efforts led by each school occasionally. A standardized and citywide SR2S program would facilitate the efforts already happening in Los Altos and improve communication around SR2S, in addition to provide support to schools with less resources to allocate to SR2S activities.

The first years of the program development should focus on setting success criteria, collecting data for the program evaluation and ensure the program sustainability. The stakeholder interviews have emphasized the need to address bike and ped education, parent engagement and perception and to improve communication around SR2S through different channels and technologies. A collaboration with all stakeholders -school districts, school staff, parents, students and local organizations, is fundamental for the success and the sustainability of the program.

Stakeholder engagement

The school districts (LASD and CUSD) mentioned they would support the program by:

- Providing feedback on curriculum and program recommendations
- Promoting Los Altos SR2S program
- Engaging their teachers
- Saving time during classroom for education activities
- Letting instructors to come in classroom to deliver a pedestrian and bicycle curriculum

Green Town Los Altos is also willing to partner with the City to help with the curriculum development and implementation. Moreover, there is an opportunity to engage middle and high school student in the program development with the creation of a sub-committee of the Los Altos Youth Commission.

Program and Curriculum Recommendations

Based on the stakeholder interview findings and Alta's professional expertise, the Program Recommendations Memo (Task 5) will explore the following six topics and develop the outlining goals, staffing needs, technology opportunities and recommendations for Los Altos SR2S program:

1. Pedestrian Safety Curriculum - PE or after school
2. Bike Safety Curriculum - PE or after school
3. Social Science/STEM curriculum - bike/pedestrian safety with social science
4. Walking School Buses
5. Walk + Bike/Roll to School Days - monthly or weekly with themes
6. Evaluation - success criteria for a SRTS program

Annex 1. Interview Notes

Stacy Banerjee, Los Altos Complete Streets Commission (Jan 12, 2021)

What is your role (previous and/or current) on SRTS in Los Altos?

- Currently serves on VTA Bicycle/Pedestrian Advisory Committee and Los Altos Complete Streets Commission.
- Previously served as PTA SRTS Chair at child's school. Duties and activities included planning Walk/Bike to School Day activities in coordination with local law enforcement, conducting student tallies, surveying barriers for walking and biking to school, holding bike rodeos, and advocating for infrastructure improvements and crossing guards.
- Lack of consistent leadership within schools creates challenges for program sustainability.

What types of SRTS education and encouragement activities are already happening Los Altos?

- There had been some work to develop a ped/bike module through YMCA's Project Cornerstone, but it does not seem to have been completed or integrated into the program.
- GreenTowns previously did work with Los Altos School District
- County Public Health Department has program resources that could be better used
- California funded common core aligned bicycle safety education that could be better used
- School, School District, City staff, and others previously quarterly regarding SRTS
- PTA used weekly Principal/PTA email to share updates on efforts and posted info/resources on school website

What challenges or barriers prevent students from walking or biking to school more often in Los Altos?

- Safety: infrastructure gaps for walking and biking, distracted driving, increasing traffic volumes, sidewalk gaps, insufficient bicycle infrastructure. Personal safety and crime are not a significant concern locally.
- Tough routes: jurisdictional challenges, crossing busy expressways
- Education: kids aren't taught rules of the road in a consistent or institutional way
- Inconvenience: distance, time, laziness, having to carry things or participate in after school activities, weather

What opportunities do you see to improve SRTS programs for Los Altos students?

- Address infrastructure gaps
- Provide crossing guards at warranted locations
- Comprehensive and consistently implemented education
- Improve program sustainability through consistent and ongoing leadership
- Need to address infrastructure gaps and safety concerns before encouraging walking and biking

What challenges or opportunities do you see in implementing SR2S programs?

- More resources
- Need to have champions at each school, ideally more than one
- Addressing infrastructure barriers
- Improving coordination/consistency between agencies and organizations

What do you see as the top SR2S program priorities for Los Altos?

- Collect broad parent feedback for infrastructure across all schools, including those that aren't part of the education and encouragement program
- Get sustained education plan in place

Do you have recommendations for other key stakeholders who should be engaged in this process?

- GreenTowns – Some staff have been involved in SRTS activities
- PTA Champions – Stacy can recommend reps from Montclair
- Nanette Jackson – SRTS parent lead at Cupertino Middle School
- Laurie – School District rep
- Linda Avera – started SRTS program at Montclair and may provide historical perspective

Suzanne Ambiel (SA), Los Altos Complete Streets Commission (Jan 25, 2021*)

**Email responses received January 11, follow-up phone interview held January 25*

What is your role (previous and/or current) on SRTS in Los Altos?

- Serves on the Los Altos Complete Streets Commission
- Certified LCI
- Taught bike safety in Palo Alto School District and Los Altos for about ten years
- Previously implemented several bike rodeos at elementary schools in Los Altos, Palo Alto, and Cupertino and Sunnyvale School Districts in partnership with Safe Moves, the Santa Clara Department of Health, or Palo Alto SRTS
- Taught commuting/bike safety classes at VMware to corporate audience
- Previously led Dero/Frieker program for Los Altos including securing grants, overseeing installation, school admin orchestration, program design and implementation, awards and incentives, volunteer recruitment, and management

What types of SRTS education and encouragement activities are already happening Los Altos?

- Currently pretty inactive due to COVID
- Check with GreenTown Los Altos to see if Walk n' Roll program is active. It may be dormant and up to individual school PTAs to lead.

What challenges or barriers prevent students from walking or biking to school more often in Los Altos?

- Parents don't feel safe riding so they won't let their kids ride
- Many parents drop kids off on their way to work, and it would be inconvenient to walk/bike with kids to school
- Lack of safe and separated bike/ped infrastructure, narrow roads, minimal sidewalks, neighborhood opposition to changes that may "destroy rural character" of the community
- Traffic speeds
- Traffic volumes, especially related to the self-perpetuating cycle where kids are driven because there is too much traffic, resulting in more traffic
- Insufficient access to safe and secure bike parking
- School access points are limited, causing students arriving on foot, by bike, and by car to mix in a limited space. Erratic driver behavior on/near campus also a concern.

What opportunities do you see to improve SRTS programs for Los Altos students?

- COVID is an odd but opportunistic time. Local bike shops are selling out of kids bikes, more people are riding. Consider partnering with Bicycle Outfitter to share SRTS info with every bike sold, offer bike safety education through the Parks & Rec Department, invite people to identify problems on an interactive map.

What challenges or opportunities do you see in implementing SR2S programs?

- SRTS programs in schools face significant challenges. Since SRTS isn't part of the Board of Education curriculum plan, there's little incentive for teachers/educators to incorporate ped/bike education into their courses.
- There may be interest on bike rodeos, but they don't actually convey knowledge or teach skills
- Educational sessions must have a certified teacher present which limits education opportunities

- Adults with experience riding must accompany students when doing on-bike education/activities
- Sessions delivered by police tend to focus on enforcement and less on riding skills
- Looming problem as middle and high school student population continues to grow. New campus sites aren't walk/bike friendly. Increase in residential density without improvements in ped/bike infrastructure will result in more students traveling to/from school by car. Enrollment boundary changes will impact routes.

Do you have recommendations for other key stakeholders who should be engaged in this process?

- GreenTown
- GreenTeam at Los Altos High School and Mountain View High
- Peer community programs including Marin and Palo Alto

Is there anything else you would like to share?

- Reliable data collection and evaluation measures are needed

GreenTown Los Altos (February 5th, 2021)

What is your role (previous and/or current) on SRTS in Los Altos?

- Laura Teksler: previous WoW staff, advocate related to Egan school SRTS work, parent of walkers/bikers, Vice Chair of Environment.
- Chris Hoeber: Acting as SRTS coordinator for GreenTown and League of American Bicyclists Certified Instructor (LCI), 45-year Los Altos resident, bike advocate. Writes a monthly column about pedestrian and bike safety from the perspective of elite cyclist.
- Gary Hedden: President of GreenTown Lost Altos, lead rides for GreenTown including night rides.
- Margie Suozzo: Founder of GreenTown. Main focus on making it easier for kids to walk/bike to school, runs bike driver for kids in need.
- Arnold Ambiel: worked from 2009 to 2019 with GreenTown when they did the majority of SRTS work. There's been a big increase in biking to school.
- Kris Jensen: executive director of GreenTown
- Success story over 10 years with GreenTown, City, Schools, and School District that dramatically increased walking and biking to school.

What types of SRTS education and encouragement activities are already happening Los Altos?

- Work with school district to gather data by student tally. Schools gather caregiver data about walking/biking and GreenTown does the analysis. Have developed specific recommendations to improve walking and biking infrastructures. Collect barrier data every couple of years and send them to City and School District.
- Generally, work with PTA liaisons (typically WoW or transportation coordinators) – don't currently have PTA role in this position. In Palo Alto, traffic safety representatives are in all schools.
- Do walk/bike events in October, January, and May - extend depends on capacity.
- Provide stickers, pencils, badges, etc., as reward for participation.
- Have done on site helmet and bike safety checks as requested.
- Coordinate with schools and Suzanne Ambiel to provide 7th grade education game show related to pedestrian/bicycle safety education.
- Provide contacts at schools with other organizations who can support ped/bike education.

- Provide content for school webpages to help educate caregivers about why and how to walk/bike, set up bike train, walking school bus, etc.
- Have a blender bike.

What challenges or barriers prevent students from walking or biking to school more often in Los Altos?

- Lack of support or involvement from school/PTA staff.
- It is difficult to get curriculum in schools because it can't be led without a license.
- GreenTown had drafted material with a PE teacher at Loyola to develop a pilot education program. City had set aside \$30K to do ped/bike safety education through the Police Department.
- There's a disconnect between entities in projects where there should be collaboration. Need involvement from school districts and the city to keep things consistent.
- COVID has created an opportunity - kids have bikes and have been riding more. Parents won't be as afraid to ride because they've been doing it more with COVID.
- Parents who aren't comfortable on bikes are less likely to let their kids be out on bikes. Need to include parent education and family riding.
- Traffic around schools during arrival and dismissal is heavy and intimidating. Big roads are barriers for walking. Foothill, El Camino, etc. Uncomfortable without crossing guard, big group, etc. Traffic area around Monta Vista (Foothill Expy, Homestead Corridor) is a nightmare due to traffic and jurisdictional challenges.
- People support walking and biking unless infrastructure impacts parking. There aren't sidewalks on most streets and that space is used for parking. There's a general resistance to change due to anticipation of negative outcomes. Puts city in the middle of conflict. Perhaps general resident-oriented education to help build support and understanding for infrastructure improvements, temporary parking restrictions, etc.
- Some schools have really large enrollment boundaries. That could be an opportunity to help identify families who could carpool together.

What opportunities do you see to improve SRTS programs for Los Altos students?

- Annual bike swap meet: GreenTowns could help with bike matching for kids. Parents could trade and get bikes, any bikes that don't go could be stored for bike drive.
- Bike train and walking school bus: having adult leaders in each neighborhood who could chaperone a group of kids into school to get them comfortable with routes.
- Opportunity to partner with Bicycle Outfitter, the last bike shop in town
- Relaxing or updating crossing guard warrant to allow easier/more implementation.
- General encouragement activities to keep the momentum going and keep WoW contacts up to date. Promote use of side streets (pandemic has created an opportunity, the roads are quieter), make it a game, have an incentive program.
- More education and support can address busy streets as a barrier

What challenges or opportunities do you see in implementing SR2S programs?

- Education/encouragement can be student-led. There is a strong group of older students who are concerned about climate change and interested in limiting driving to school.
- GreenTown has active intern program every summer. Opportunity for SRTS data analytics.

Do you have recommendations for other key stakeholders who should be engaged in this process?

- Marlene Chaferon at Los Altos School District
- Bicycle Outfitter
- Green Team at Los Altos High School
- Motorcycle police officers who help with SRTS enforcement

Karen Wilson, Los Altos School District (Feb 11th, 2021)

What is your role (previous and/or current) on SR2S in Los Altos?

- Stem coordinator at LASD. SRTS is new to her but asked to be part of it to see how to integrate the SRTS program in the classroom.
- Works with all the 10 schools and teachers.
- Does curriculum development.

What types of SR2S education activities are already happening in Los Altos?

- PTA are involved with SRTS.
- Walk and Roll Days, bike rodeos

What type of SR2S curriculum would be helpful in Los Altos schools? What are the district's needs related to SR2S curriculum? How could it be integrated into the school day?

- In-person education resumed in Los Altos for grades K to 6 with a hybrid model.
- SRTS is an opportunity to partner and involve PE and classroom teachers.
- Science, social sciences and math can be a vehicle for the SRTS curriculum, e.g., solve a math problem with a Walk and Roll Map.
- Wants to work with real world tools to teach to students (e.g., Walk and Roll maps,...)
- Make connection with climate changes.
- If the curriculum was implemented in PE classes it could be a two-week project with a focus on SRTS and a final event like a bike rodeo. It can also be integrated throughout the year.
- Walking/biking field trips like they do in photography class, students walk to the dog park to work. Can find out other walks in the community to integrate a SRTS curriculum.

What challenges or opportunities do you see in implementing SR2S curriculum in Los Altos schools?

- Integration: make sure there's enough time to focus on all essential pieces.
- Standards/requirements that can be fulfilled by curriculum. There is a potential to be in PE classes.
- Needs: safety of students
- Use all the data that the district already has to teach the students, e.g., data collected with the district's new solar panels.
- No school bus service.

Who else should we be engaging in the planning process?

- Randy from the City
- Principals (School Administration Survey)
- PE teachers
- PTA presidents

Liz Checke, Los Altos Police Department (March 16th, 2021)

What is your role (previous and/or current) on SR2S in Los Altos?

- Works to enforce rules near schools in Los Altos.
- Works with the crossing guard agency ACMS to support the schools and evaluate areas where crossing guards are needed. Police officers help with areas crossing guards can't cover and make them a priority. There are 28 sites with crossing guards. ACMS had a difficult time maintaining staff.
- Attends Complete Streets meetings.
- Works with LASD and CUSD and is in frequent communication with schools.

What types of SRTS education and encouragement activities are already happening in Los Altos?

- Police Department contracts with Safe Moves to provide education activities in schools. It was a successful program.
- In 2019, worked with Palo Alto and Mountain View on a helmet diversion program. The program is enforcing kids (especially elementary school students) who are not wearing a helmet. Police make enforcement stops and cite the child. Then the child is diverted to an educational program where the child and a parent need to show up.
- Montclair has a "WAL Day" (Walk and Roll to school Day). Police helps with the events to encourage and enforce.

What challenges or barriers prevent students from walking or biking to school more often in Los Altos?

- Some areas where there's no sidewalk (comfort and safety).
- Near Blach School is a challenging area: students ride their bicycle in packs at the front entrance on Covington and back entrance on Muir Way, where the bike racks are.
- Students don't follow traffic rules.
- Parking problem at drop off and pick up hours: limited parking in front of the school.

What opportunities do you see to improve SRTS programs for Los Altos students?

- Parking restrictions: provide more options to parents to drop off/pick up.
- In 2019, the Police Department went out there to educate kids at the intersection but resources are not always available.
- Incorporate bike safety at the school in addition to other education activities.

What challenges or opportunities do you see in implementing SR2S programs?

- Getting kids, parents, drivers, and affected residents to work together.
- Getting parents to follow pickup and drop off guidelines, posted signage and respect speed limits near schools
- Lack of sidewalks and parking in some areas

What do you see as the top SR2S program priorities for Los Altos?

- Middle and high school students are more likely solo riders.
- Crossing safely over Covington Rd is limited. Traffic associated to St. Francis HS, Bullis Charter and Blach exists.
- Parking for pick up can be difficult.

**Lori Cunningham, Cindy Klaje, Alison Luvara, Leslie Mains, Cupertino Union School District
(March 23rd, 2021)**

What is your role (previous and/or current) on SRTS in Los Altos/CUSD?

- Leslie: Public community/community engagement. Involved with the six cities in the school district for the last ten years.
- Cindy: involved parent at Montclaire. Organizes Walk to school and Bike to school Events.
- Lori: Los Altos resident. Was a parent champion at Montclair. Helped on the Homestead quarter project to get it funded. Routes in Los Altos meet three different jurisdictions. She helped to get everyone at the same table to discuss routes and grant funding.
- Alison: Montclaire principal, attends meetings about SRTS. Since the four years she's been principal, SRTS has always been an important topic with the community. Bike racks at the school are full. Appreciates the collaboration with the City of Los Altos on SRTS.

What types of SRTS education and encouragement activities are already happening in your schools in Los Altos?

- The district had partnered with the Los Altos Police Department on education activities. They took advantage of their partnership with Safe Moves to organize safety assemblies and bike rodeos.
- MPTO (parent organization) is doing a good job promoting BTSM, WTSM and build excitement for kids and parents.
- They did not always have the best experience with Safe Moves. Hard with coordination, they are not local (Southern California).
- An assembly is scheduled for May 5th focused on bike safety.

What challenges or barriers prevent students from walking or biking to school more often in Los Altos?

- Barriers mentioned in a parent survey a couple of years ago:
 - Roads and safety features, infrastructures, e.g., Foothill Expy.
 - Weather: lots of drop off through the winter.
- Crossing guards help a lot. Crossing guard program funded at 100% by the City.
- Half of families are walking or biking to school at Montclaire and most of the attendance area is the other side of the Foothill Express Way.
- Parents find it more convenient to drive. (Montclair starts at 8:30am).

What opportunities do you see to improve SRTS programs for Los Altos students?

- Education activities before school encouragement campaigns: coordinate SRTS program and education activities earlier in the school year to get families ready to Bike to School Month.
- Helpful to have local education partners and local opportunities (avoid problems experienced with Safe Move), e.g. going local allows for more flexibility and creativity.

What challenges or opportunities do you see in implementing SR2S programs?

- Routes
- City is supporting the school with the Police Department during Bike/Walk to School Days. Police Officers escort the kids to school. Lots of fun for kids.
- Bike to school month: adding bike racks every year and they are always full.
- Find the time with context of the school day.
- Middle school: Parents are interested in bike safety because they want their kids to learn the rules of the road for their driver license (16yo).

What type of SR2S curriculum would be helpful in Los Altos schools? What are the district's needs related to SR2S curriculum? How could it be integrated into the school day?

- Free clinics for parents and students on the weekend or during staff learning days. Parent-Child activities where parents can learn with the child. Lots of young families that would be interested.
- Bike/Ped videos, worksheet with discussion questions.
- Challenges: School District includes six cities; it is hard to do a curriculum in one school and not in the other schools. Full adoption is a barrier. Teachers show interest in supplement curriculum if they are aligned with education standards.
- Montclair is an interesting case because of the higher number of walkers and bikers. Potential for a pilot in PE classes.
- Teachers feel their plate is already full.

What do you see as the top SR2S program priorities for Los Altos?

- Build a story of why walking and biking is advantageous, not only with health and environmental benefits. Show how it makes parents and kids' life easier. Biking gives kids independence. Start young with kids. Parents in middle school chose active transportation because middle schools are particularly awful for drop off and pick up.
- Lots of families are looking for things to do on weekends - powerful to get fun education.

Is there anything else you would like to share?

- City has the District support for SRTS.

Jeff Selzer and David Miller, Bicycle Outfitter and Palo Alto Bicycles (April 16th, 2021)

Are you working (or worked in the past) with any schools in Los Altos on SRTS-related events and activities?

- Last year the Bicycle Outfitter donated items to one school for SRTS activities.
- For four- or five-years Bicycle Outfitter used to run regularly with Los Altos elementary schools bike rodeos and teach kids about bike safety. The initiative started to fall off around 2012-2013 because of the lack of man-power. They don't have enough staff to be in store and for the training. In Palo Alto, they partnered with Bolt (Colorado). Each child has a RF Id number. Parents liked that they could track when their kid got school if kid checked in. Give prizes away at the end of the year in Colorado. Contest.
- One parent at Los Altos school tracked number of miles biked by students. On a two-year period, the students went through the globe twice. Tied with lessons about the place (historic/geographic) in classroom.
- Jeff will meet with other retailers in Washington DC to advocate for SRTS funding and Complete Streets. With Silicon Valley Bike Coalition. Jeff was on the board for eight years.

What challenges or barriers prevent students from walking or biking to school more often?

- Challenge in the bike industry is getting kids on bike. The younger generations didn't grow up on a bike.

What opportunities do you see to improve SRTS programs for Los Altos students?

- Getting the parents to allow and encourage their kids to walk or bike to school. Parents are afraid and have legitimate concerns. Have bike busses (bike trains) led by parents like in Palo Alto. But the parent has to be able to do that on a regular basis and have the other parents willing to let their kids.
- Make sure kids have functioning bikes.

What opportunities do you see to get involved with Los Altos SRTS programs?

- Shops are closed on Monday because there is not enough qualified people to work. Qualified staff is hard to find. They can't hire high school kids to sell very expensive bikes.
- Bicycle Outfitter's parking lot is shared with other buildings, would have to check if the facility can be used for training with other vendors.
- David is open to have parent-kids ride in group, e.g., once a month gather at the shop, have a pancake breakfast and go for a ride. Jeff might have concern about liability. If ride originates at a business, that holds the business responsible. They would need another organization to lead the ride.

Do you have recommendations for other key stakeholders who should be engaged in this process?

- Silicon Valley Bike Coalition - they would have the connections to the resources.
- League of American Bicyclists – give Cycling Safety Trainings in Palo Alto, Menlo Park and Los Altos areas. Could help with curriculum development.

Jeff Baier and Sandra McGonagle, Los Altos School District (April 23rd, 2021)

What is your role (previous and/or current) on SRTS in Los Altos?

- Jeff Baier: was involved with the development of the first Walk and Roll maps, getting feedback from parents and school staff.
- Sandra McGonagle: former Principal at Blach, she collected feedback for the maps at that time.

What types of SRTS education and encouragement activities are already happening in your schools in Los Altos?

- Pre-pandemic: Walk and Roll to School Days that PTA liaison and parent champions promoted
- Data collection: tallies in classroom three times a year. Margie from Green Town Los Altos should have the data and could share it with the City.
- Independent work that goes at each school.
- Green Town bike safety with PE teacher.

What challenges or barriers prevent students from walking or biking to school more often in Los Altos?

- Highest challenges: mindset, parental belief. Convenience of driving.
- Pandemic has added another layer of challenge: the fear of walking in group. There must be Covid safe ways.

What opportunities do you see to improve SRTS programs for Los Altos students?

- Working on flexibility.
- Get Walk and Roll maps more interactive with the community.
- Technology: app is great but if you can use something everybody is already using that could be used more. Use parent connection with big tech companies, e.g., to add layers like they did in Google Maps during the wild fires. 2



users: parents and pre-teen/ teenage kids. I would be amazing to develop with the community a kid friendly app with the student feedback. LASD has computer sciences classes and they develop apps with the teacher.

- Data collection: image sensor to track bike/ped count. Budgeted money to put along the routes.
- For future collaboration on curriculum, reach out to LASD first so they can prepare the teachers to participate and give feedback.

What challenges or opportunities do you see in implementing SR2S programs?

- Communication.
- Curriculum: time and quality. LASD is always happy to partner.
- Certified instructor: in order to be fully in charge of a class, the person need to be certified. Teacher can be that person when a vendor or other expert come into the classroom.
 - Best mechanism to have the district participating and review and test the curriculum: stating small, getting feedback from teachers.
 - Best to have someone coming to do it with module. Teachers must feel comfortable.
 - 6 lessons = a solid month of PE. Teachers might not want to give up all that time from their own curriculum. Need to shrink that.

What type of SR2S curriculum would be helpful in Los Altos schools?

- Topic: bike safety

What do you see as the top SR2S program priorities for Los Altos?

- Keep students going to school safely.
- Kids behaviors on the streets: bike and ped student incidents with cars is most of the time the student's fault. They didn't follow the rules of the road.
- Educating kids and develop paths.

Do you have recommendations for other key stakeholders who should be engaged in this process?

- Teachers, principal we could reach out to about the curriculum?

Is there anything else you would like to share?

Los Altos Youth Commission (May 3rd, 2021)

What challenges or barriers prevent students from walking or biking to school more often?

- Distances
- In elementary, parent perceptions of safety. They don't want their kids to walk or bike alone.
- Mountain View High School - lack of bike racks for biking

What types of SR2S education and encouragement activities would you like to see happening for middle and high school students in Los Altos?

- Walk and Roll Days were an effective way to promote walking and rolling
- Los Altos High School: it is not allowed to drive around campus, parking limitation
- Enough bike racks at the schools
- Homestead Student: enjoys biking, time to get with friends, lots of bike racks at the school
- Walk and Roll Days - more frequent and better communicate with students to promote the event.
- Bike Safety Days – learn traffic situations
- Providing the facilities: have a shared e-bike fleet at the schools
- Giveaways to keep student engaged

How can the City better communicate and engage with middle and high school students around SR2S? (How to connect with a digital approach?)

- Messenger on phone for reminders
- Liked the idea of a website
- High school has entrepreneurship classes
- Tailor an app to different population: parents (need to feel safe), students (want efficiency)
- Text message and a centralized platform
- Chat
- GPS
- Efficient way to share informed
- Create a sub-committee of the Youth Commission to help with the app/curriculum/website development

What do you see as the top SR2S program priorities?

- Show the gains and benefits of walking and biking
- Provide the facilities
- Reach out to every group, important to be inclusive
- Provide safe routes and promote them
- Prioritize safe routes and maps for parents
- A centralized platform
- Use social media to communicate, e.g., a teacher sent assignment reminders in his Instagram stories

Is there anything else you would like to share?