

ATTACHMENT A

Scope of Work

Project Goals:

The goal of the youth bike safety trainings is to educate youth on the rules of the road and how to bicycle safely on the road. The Consultant's proposal will include an estimate of the number of classrooms and students that they expect to reach. The Consultant team will include a qualified lead classroom instructor that is certified by an established, nationally recognized cycling organization to lead bike safety trainings.

Timeline:

This work will take place during the Spring 2017 school semester.

Options to Renew:

Subject to Transportation Agency approval and satisfaction with the work provided by the Consultant, the parties will have an option to renew this agreement annually for up to two fiscal years at a cost not-to-exceed \$10,000 per year.

Task 1. Project Management & Coordination

The Consultant will maintain communication with Transportation Agency staff on an on-going basis throughout all phases of the project. This task also includes ongoing tracking of the consultant scope, schedule and budget; ongoing coordination with consultant team members; and, as bike safety trainings are completed, preparing invoices and progress reports summarizing work performed and tasks completed. The Consultant will also guide the progress of its staff and closely monitor work assigned to sub-consultants, if sub-consultants are involved.

Deliverables:

- Ongoing communication with Transportation Agency staff
- Detailed project schedule

Task 2. Coordination with Schools

With input from the Transportation Agency for Monterey County, the Consultant will select schools and classes at which to provide the training. This selection shall be based on multiple factors, including: geographic diversity, recent crash data, current mode share, potential mode shift, suitability for increased walking/biking at school site, request by the school site, and/or partner agency recommendations. The Consultant will coordinate scheduling directly with school sites, with only minimal assistance from Transportation Agency staff.

Deliverables:

- List of participating school sites and classrooms indicating the approximate number of students that will be served

Task 3. Educational in-class Presentations

The Consultant will prepare presentation materials and a list of learning objectives for the presentations. The Consultant will make in-class presentations to educate youth on: the benefits

of bicycling, rules of the road, the importance of helmet use and fit, how to conduct a quick bicycle maintenance check, choosing safe routes, being visible, being alert, where to ride on the road, how to navigate intersections, how to safely complete a turn, sidewalk safety, hand signals, how to avoid obstacles on the road, and other bike safety topics. As part of this task, the Consultant will conduct a survey of students to gauge student knowledge prior to the training, and to assist with the overall program effectiveness evaluation.

Deliverables:

- Presentation materials
- List of learning objectives
- Pre-Education Survey
- Report on Pre-Education Survey Results

Task 4. **Bike Rodeos**

The Consultant will set-up an agility course, also known as a bike rodeo, that will allow students to practice the skills that they learned in the in-class presentations. In certain cases, students may not know how to ride a bike. In this case, the Consultant will work with these students to help teach them how to ride a bike so that they may be able to participate with the rest of the class. The Consultant will have all the materials and supplies necessary to do this, and will also have helmets and bikes available for students to use.

Deliverables:

- Bike rodeo supplies and materials

Task 5. **Program Evaluation**

The Consultant will assess the effectiveness of the outreach on student learning by conducting a post-educational survey to understand overall program effectiveness. A program effectiveness evaluation shall be prepared for the program as a whole, upon completion of the classes and student outreach.

Deliverables:

- Post-Educational Survey
- Program Effectiveness Evaluation