

## SCOPE OF WORK

### **Purpose:**

Safe routes to school education should be comprehensive and reach students, guardians, school staff and neighborhood residents surrounding schools, and address issues of safety, traffic and health. Safe routes to school education is particularly powerful and transformative when it is started from a young age and reinforced at home, school and in the community.

### **Goals:**

The goals of the Measure X Safe Routes to School education program are:

- All children know the rules of the road and how to walk and bicycle safely by 5<sup>th</sup> grade; and
- Parents, guardians, teachers, school staff and surrounding neighborhood community are educated on safe driving, bicycling and walking in support of safe routes to school efforts.

### **Timeline:**

This work will take place from Spring 2018 – Fall 2020.

### **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 three additional fiscal years at a cost not-to-exceed \$200,000 per year.

### **Tasks:**

#### **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
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**Task 2: Coordination with Schools**

Consultant will work with TAMC to select schools and classes at which to provide the training. Priority for the first two years will be schools in the Salinas Valley, Seaside and Marina (~61 2<sup>nd</sup> grade classes; 46 5<sup>th</sup> grade classes). Selection in other areas 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, and keep Transportation Agency staff informed of communications.

*Deliverables:*

- Contact 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 and walking, rules of the road, to “stop, look and listen”, 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
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**Task 4: Bike Rodeos**

The Consultant will set-up a bicycle skills 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, and will also have helmets and bikes available for students to use.

*Deliverables:*

- Bike rodeo supplies and materials

**Task 5: Pedestrian Rodeos**

The Consultant will lead 2<sup>nd</sup> grade students on a walking field trip around the school and through a minimum of two intersections to allow students to practice the skills that they learned in the in-class presentations. Consultant will teach students how to safely cross the street and driveways, communicate with drivers, and potential hazards they may encounter while walking.

*Deliverables:*

- Bilingual take home materials (English and Spanish): Parent letter, Certificate, Family Lessons, Educational materials

**Task 6. Parent and Community Volunteer Training and Outreach**

The Consultant in coordination with TAMC staff, will reach out to parents, guardians, school staff and faculty, and the community surrounding each school to identify and train volunteers to assist with bicycle and pedestrian rodeos and create safer walking and bicycling environments around schools in the long-term.

*Deliverables:*

- Informational materials
- Volunteer training
- Volunteer contact list

**Task 7. 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
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**Task 8. Reporting**

The Consultant will provide an annual report complete with a summary of activities including pedestrian and bicycle safety rodeos, parent and community outreach, evaluation analysis, recommended strategies for increased pedestrian and bicycle safety education for each school and pictures of events. The annual report will be submitted electronically to TAMC at the end of each fiscal year (June).

*Deliverables:*

- Annual Reports