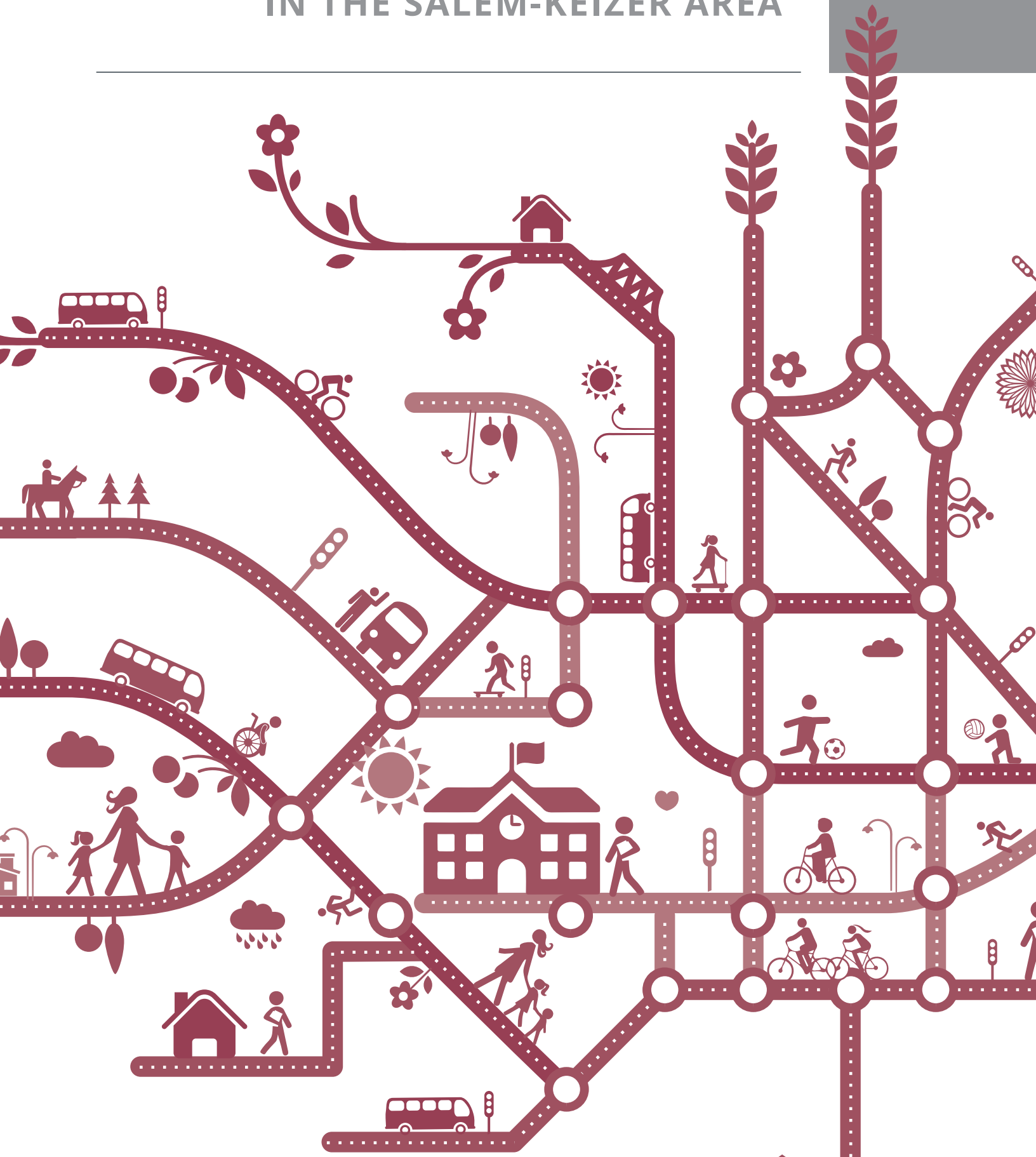


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# VISIONING PLAN FOR A SAFE ROUTE TO SCHOOL PROGRAM IN THE SALEM-KEIZER AREA

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2019

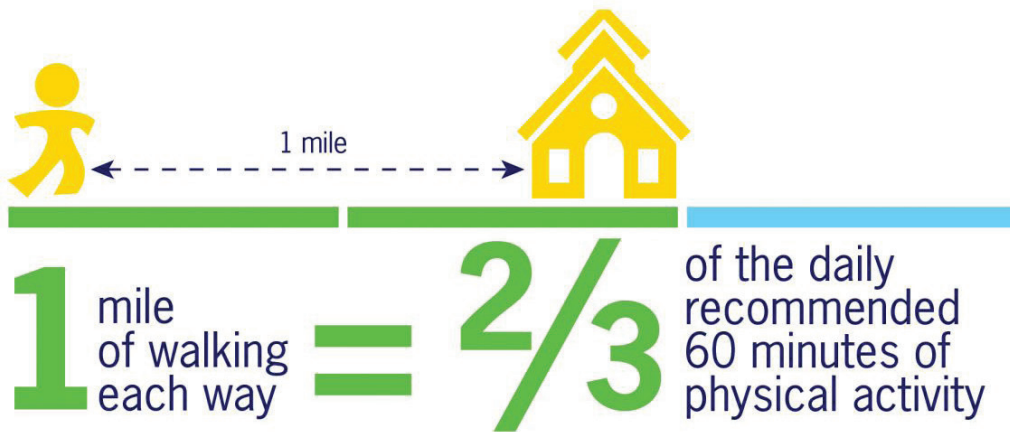


# SAFE ROUTES TO SCHOOL (SRTS)

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## INTRODUCTION: A SALEM AREA SRTS VISIONING PLAN

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### Safe Routes to School and Student Health and Achievement

To According to a study by Active Living Research,

- *Walking or biking to school provides an average of 16 of the recommended 60 minutes of daily physical activity for children and adolescents*
- *Physically active children tend to perform better academically, and evidence suggests that physical activity among children is related to better mental health.*

Safe Routes to School (SRTS) is a program that aims to create safe, convenient, and fun opportunities for students to bicycle and walk to and from schools. Data shows that SRTS programs can positively impact student education performance as well as meeting school district benchmarks, such as improving student attendance/tardiness. The combination of SRTS infrastructure projects and SRTS 6-E's that promote walking and biking for school and other trips support the City of Salem goals to create safe, active, and healthy neighborhoods.

This Visioning Plan describes the process for starting a sustainable Safe Route to School program in the Salem area between the Salem-Keizer School District, individual schools in the district, City of Salem, City of Keizer, Marion County, Mid-Willamette Valley Council of Governments, Cherriots Trip Choice, and other stakeholders. The plan describes existing activities in the Salem-Keizer area that form the basis to develop in the near-term an enhanced, coordinated approach to provide a consistent and effective SRTS program for students, families, and the community.

## PAST AND CURRENT SRTS ACTIVITIES IN THE SALEM AREA

The Salem-Keizer area has never had a sustained SRTS non-infrastructure program. There have been some individuals, parent groups, and civic organizations in the Salem-Keizer area that have attempted to develop a SRTS program in past years. These include:

- Forest Ridge Elementary School in Keizer promoted the International Walk to School Day (in October) plus other encouragement activities during the school year.
- In 2007, the Salem-Keizer Educational Foundation provided a grant for a SRTS Action Plan at Hallman Elementary School in northeast Salem; however, due to limited staff time and funding, SRTS activities could not be sustained at Hallman.
- For many years, the Salem Bicycle Club and partners such as The Northwest Hub have hosted bike safety camps and rodeos at schools and parks in the Salem-Keizer area.
- The city of Salem and other partners have sponsored Open Streets Salem for several years to encourage more cycling by children, parents, and other adults.

More recently, local jurisdictions and agencies have increased their focus on Safe Routes to School either directly or as part of their mission to increase pedestrian and bicycle use and safety, support modes of travel beyond the automobile, and promote healthy activities that include walking and biking. These jurisdictions/agencies and their activities are described below:

- ❖ **Cherriots Trip Choice** is the regional Transportation Option Program, which is funded by the SKATS MPO, ODOT, and Cherriots Transit. Part of their work program is outreach to youth, including promoting the summer youth transit pass, the annual poster contest promoting transportation options, and funding of the Wander Walks Maps. Activities to promote safe bicycling include sponsoring Open Streets Salem and partnering with the Salem Fire Department to fit and donate over 40 bike helmets to kids. Cherriots Trip Choice staff have also assisted with bike rodeos and SRTS Action Plans for schools in the Central School District.

### Cherriots Trip Choice Work Plan Mission Statement (2017)

*Cherriots Trip Choice empowers people to navigate their communities in ways that improve livability and quality of life*

- ❖ The **Salem-Keizer School District's Transportation Services** has a School Assessment Team that regularly works with city of Salem's Traffic Engineering staff. The team investigates traffic safety concerns and requests at schools based on input from school staff and faculty, parents, and neighbors. Transportation Services staff also work with Keizer City Police, Marion County engineering staff, and the Marion County Sheriff Department to improve conditions around schools in Keizer and Marion County.

The **Salem-Keizer School District's Wellness Policy** was last updated in 2012 and subsequently adopted by the School Board. The Policy addresses healthy eating, physical activity, and health education programs. Section 3.2.1 and 3.2.2 reflect the District's commitment to comprehensive physical activity programs before, during and after the school day and to "provide students with information that will develop the knowledge and skills necessary to benefit from life-long involvement in physical activity and its contributions to a healthy life."

**Salem-Keizer School District Wellness Policy  
(2012)**

THE SALEM-KEIZER SCHOOL BOARD IS COMMITTED TO PROVIDING SCHOOL ENVIRONMENTS THAT PROMOTE AND PROTECT CHILDREN'S HEALTH, WELL-BEING, AND ABILITY TO LEARN BY SUPPORTING HEALTHY EATING, PHYSICAL ACTIVITY AND OTHER BEHAVIORS THAT CONTRIBUTE TO STUDENT WELLNESS.

- ❖ **City of Salem** - Salem's increasing focus on safer walking and biking within the city includes these recent plans and project funding:
  - The 2011 update of the city's **Transportation System Plan** included a report of needed Safe Route to School infrastructure. The report listed recommendations for improving bicycling and walking conditions at 33 elementary schools, eight middle schools, and six high schools. The report is used when developing grant requests.

- The \$100 million bond passed by voters in 2008 included significant additions of sidewalks and crossings, including new sidewalks on the route to schools (two examples: new sidewalks on Hawthorne Road NE (near Hallman Elementary School) and Skyline Road S (near Schirle Elementary and Liberty Elementary school))
- The City of Salem adopted the *Winter-Maple Bikeway: Bicycle and Pedestrian Plan* (2017) and have started to construct the facilities along the corridor. A portion of the 2.5-mile route improves multi-modal travel and safety along the corridor, including five schools along or near the corridor (Grant Elementary, Highland Elementary, JGEMS Charter Middle School, and the Oregon School for the Deaf).
- In 2018, Salem completed a *Pedestrian Safety Study* which examined causes of crashes in Salem involving pedestrians, developed citywide strategies, and recommended location-specific solutions.
- In 2018-2019, Salem began to implement a Safer Crossing Program (a strategy from the *Pedestrian Safety Study*) that would set aside funds for constructing safer crossing and develop a procedure for determining priority locations, including crossing by students going to school.
- In 2019, Salem was selected to receive Oregon Department of Transportation SRTS Infrastructure grant funding in the amount of \$140,000 to install a median crossing island and rapid flashing beacon for Liberty Elementary School students.

**City of Salem Strategic Plan  
Mission Statement (Fall 2017)**

THE CITY OF SALEM PROVIDES FISCALLY SUSTAINABLE AND QUALITY SERVICES TO ENRICH THE LIVES OF PRESENT AND FUTURE RESIDENTS, THE QUALITY OF OUR ENVIRONMENT AND NEIGHBORHOODS, AND THE VITALITY OF OUR ECONOMY.

❖ **Marion County Public Works** also completed a study of needed SRTS infrastructure in the walk zones around schools, including a survey to parents to identify barriers to allowing their children to walk to school. Within the Salem-Keizer school district, two of the highest priority streets near schools (Auburn Road – Auburn Elementary School, Brown Road – Scott Elementary school) had sidewalks constructed in the last 5 years and several more been awarded funds to build sidewalks and crossings in the next four years (particularly Hayesville Drive next to Stephens Middle School).

❖ **Marion County** Public Health Department has a Health Promotion & Prevention program. One component of that program is a Chronic Disease Prevention with an emphasis on obesity prevention in youths as a priority item. The program includes working with community partners to promote physical activity in children, reduce sedentary behavior, and encourage activities of daily living such as active transportation and safe physical activities. This includes work with schools in the county to promote Safe Route to Schools and related encouragement to improve active transportation. Sally Cook of Marion County Public Health is a member of the Salem area SRTS committee and as part of her job directly works with parents and principals at several Salem-Keizer schools, including surveys of students, bike rodeos, mileage clubs, and “pop-up” safe route to school engineering improvements (creative crosswalks, marked paths with footprints).

In April of 2018, Marion County Health Department collected data at Hallman Elementary school and Auburn Elementary school using parent surveys from the National Center for Safe Routes to Schools.

- At **Hallman Elementary School**, 400 questionnaires were distributed and 68 were returned. Of those returned surveys, 38% of parents estimated the distance from home to school was less than ¼ mile and 40% of parents estimated their home to school distance between ¼ mile and 1 mile. When asked what their mode of travel was to and from school, 49% of parents reported using the family vehicle in the mornings to drop off their kids, and 38% for pick up in afternoon. 34% of parents reported their kids walked to school in the mornings, 43% walked home in the afternoon. 12-13% of parents reported their children ride the school bus to and from school. Only 1% of parents reported their kids bicycled to and from school. [View the full parent survey report.](#)
- At **Auburn Elementary School**, 680 questionnaires were distributed and 134 were returned. Of those returned surveys 32% of parents estimated the distance from home to school was less than ¼ mile and 46% of parents estimated their home to school distance between ¼ mile and 1 mile. When asked what their mode of travel was to and from school, 46% of parents reported using the family vehicle in the mornings to drop off their kids, and 43% for pick up in afternoon. 35% of parents reported their kids walked to school in the mornings, 39% walked home in the

mornings to drop off their kids, and 43% for pick up in afternoon. 35% of parents reported their kids walked to school in the mornings, 39% walked home in the afternoon. 13% of parents reported their children ride the school bus to and from school. 0% of parents reported their kids bicycled to and from school. [View the full parent survey report.](#) Additionally, 23 classrooms at Auburn participated in a student tally. Participating students reported that in the morning, 55% get to school in their family vehicle, 24% walk, 14% ride the bus and 1% bicycle. Students reported that in the afternoons, 45% go home in their family vehicle, 35% walk, 15% ride the bus and 1% bicycle. [View the full student tally report.](#)

- ❖ The **City of Keizer's** 2014 Transportation System Plan includes the goal of constructing sidewalk projects that fill an identified gap in the sidewalk system, with a special emphasis on streets that also serve schools, parks, and community centers. The city, MPO, and ODOT jointly funded the sidewalks and bikelanes on Chemawa Road adjacent to McNary High School and within walking distance of Cummings Elementary School. The city's Bicycle and Pedestrian Safety committee has become very involved in SRTS and recently created [safe walking paths on Google maps for all 10 schools](#) in Keizer.
- ❖ The **Salem Bicycle Club** (formed in 1969) has a long history of promoting bicycling in the Salem-Keizer area, including their annual "Monster Cookie Bicycle Ride" and weekly coordinated rides, but also community events at school and parks to promote bicycling and safety. Bicycle club members have conducted bicycle skills and safety events at elementary schools and for the Salem Boys and Girls club. Members also donate their time and club fundraising dollars for activities at schools (Salem Keizer Schools Wellness Fair) and bike racks at parks and schools.
- ❖ The **Salem-Keizer Area Transportation Study (SKATS)** Metropolitan Planning Organization (MPO) has allocated millions of federal dollars to city of Salem, city of Keizer, city of Turner, and Marion County to construct sidewalk projects within the metropolitan planning area, especially to projects adjacent or close to schools. Safety near schools has always been a high priority in the allocation of transportation funds. In the last 10 years, SKATS has partnered with ODOT and the local jurisdictions to complete sidewalk and bike lane projects totaling \$27 million, with \$14 million of that total on streets adjacent to or



near schools. The SKATS 2018-2021 Transportation Improvement Program (TIP) includes over \$29 million in additional projects that include sidewalk construction/reconstruction, bike lanes/protected bike lanes, and pedestrian crossing improvements (rapid flashing beacons, curb extensions, and medians) with \$19 million on streets adjacent to or near schools. The MPO participates in Salem’s committees for safe walking and biking and has led the effort to coordinate a Safe Route to School program in Salem-Keizer.

❖ **Salem-Keizer Active Transportation Network** –The Salem-Keizer Active Transportation Network (ATN) was formed in May 2018 to provide a forum for individuals and organizations who have an interest or role in promoting active transportation. The ATN serves as an informational hub for advocates, community based-organizations and public agencies to share information upcoming funding competitions and to engage in increasing active transportation investments and policy. Quarterly meetings are coordinated by the Safe Routes to School National Partnership and include Spanish-English interpretive services.

## **ABOUT THE SALEM-KEIZER SCHOOL DISTRICT**

Salem-Keizer Public Schools is the second largest school district in Oregon, with over 42,000 students at 65 schools (42 elementary schools, 11 middle schools, 8 high schools, and 4 charter schools). Of the 65 schools, 30 are Title 1 schools. Nearly 60% of Salem-Keizer students are considered to be living in poverty. Student demographics in 2019 are 48% white, 40% Hispanic, 5% multi-ethnic, 3% Pacific Islander, 2% Asian, 1% African American, and 1% American Indian. Eighty-one languages are spoken in the schools, and 29% of students speak a language other than English at home. The district offers programs such as a Community Transitions Program, Family Literacy and Teen Parent Program, Migrant Education Program plus other programs to help students. The school district estimates its school buses driver 20,000 miles each day.<sup>1</sup>

The Salem-Keizer Public Schools Board of Directors is committed to using an “equity lens” to guide decisions that come before the Board, and Board policy includes the following commitment:

Equity in the Salem-Keizer School District will not be confused with equality where all students are treated the same. Equity will be attained when the achievements of our historically underserved students match the outcomes of students in the dominant culture, when underserved groups increase in capacity and power, and when barriers to student success have been mitigated or eliminated.

It is the objective of the Safe Routes to School Program to support the district’s commitment to reducing barriers, promoting equity, and contributing to students’ overall success, both mentally and physically.

**SALEM AREA SRTS STEERING COMMITTEE**

In 2018, staff from the agencies listed below began discussions for starting a new Salem Area SRTS Program. From those discussions, the group decided to form a SRTS Steering Committee. These meeting discussed ways to coordinate our efforts, to develop this Visioning Plan, and to determine how to support a Salem Area SRTS program both financially and through programmatic partnership.

<b>SALEM AREA SRTS STEERING COMMITTEE MEMBERS</b>	
<b>NAME</b>	<b>ORGANIZATION</b>
Linda Meyers Michael Shields	Salem-Keizer School District
Roxanne Beltz Mischa O’Reilly	Cherriots Transportation Options Program
Mike Jaffe	Mid-Willamette Valley Council of Governments and SKATS
Becky Gilliam	Safe Routes to School National Partnership
Anthony Gamallo	City of Salem Public Works
Sally Cook	Marion County Health Department
Hersch Sangster	City of Keizer, Bicycle and Pedestrian Safety Committee and President of Salem Bicycle Club

In 2017, Santa Clara County Public Health and the SRTS National Partnership published *“Building Momentum for Safe Routes to School: A Toolkit for School Districts and City Leaders”*. The Toolkit describes the important role that a SRTS Task Force plays for coordination among stakeholders. A Task Force allows joint decisions about a variety of issues, getting input and perspective on what is working and what needs improvement, ensuring equity is built into the SRTS program, sharing information about upcoming events, dividing up work task, reducing “siloesd” work that may happen absent this coordination, and determining needs for new policies or policy changes and figuring out how to get changes made.

**The Salem Steering Committee will have the following tasks:**

- Coordination and agreement on funding responsibilities (and other administrative items) of the SRTS Program
- Developing and refining the job description and work tasks of a SRTS Coordinator
- Reviewing an Annual Work Plan and budget for the SRTS Coordinator
- Developing (with the SRTS Coordinator) an Action Plan for the SRTS Program, with goals and objectives
- Assisting (as necessary) with collecting data and evaluating existing work for an Action Plan and/or Strategic Plan
- Developing an Evaluation Plan for the Program and SRTS Coordinator to gauge effectiveness and determine what is working and what needs improvement.
- Meeting regularly (every three months in year 1)

**PROGRAM GOALS & OUTCOMES**

Once adequate funding is approved, the main objective is to hire a full-time SRTS Coordinator for an initial 3-year period. Discussions will be held to determine if the Coordinator is an employee of the Salem-Keizer School District or the Mid-Willamette Valley COG. After the initial 3-year period, additional funding will be needed to make that position sustainable into the future and potentially add a second position to provide SRTS services to more schools in the Salem-Keizer area.

The major goal of the Coordinator is to initially establish SRTS programs at four or more Salem-Keizer School District schools. The Coordinator will work with the School District

to identify schools that have demonstrated enthusiasm and readiness for starting SRTS programs. Specific tasks include creating and implementing action plans at these schools.

Success of a SRTS Program will rely on the efforts of the SRTS Coordinator and all the partnering agencies represented by the Steering Committee.

Collaboration between the Coordinator, schools, and the SRTS Steering Committee organizations will focus on the Six E's of a Safe Routes to School program that constitute an integrated approach for supporting youths who want walk and bike to school and other trips. Safe Routes to School initiatives have been shown to be more effective at increasing physical activity and reducing injuries.

**The Salem Area SRTS Program goals and expected outcomes are organized into the Six E's:**

### **EDUCATION**

- Educate students and their parents about the benefits of walking and bicycling, and the broad range of transportation options available in the community.
- Provide pedestrian and bicycle safety education to students and families at participating schools in the Salem-Keizer area.
- Work with parent groups, interested PE teachers, Community School Outreach Coordinators (CSOCs), older students, Career & Technical Education Center (CTEC), Marion County Health, Cherriots Trip Choice, Salem Bicycle Club, and other organizations to provide education without adding challenges to limited classroom time.

### **ENCOURAGEMENT**

- Collaborate with community partners to coordinate SRTS practices and events that generate enthusiasm for walking and bicycling, including walking school buses, Walk & Roll challenges, bike rodeos, and International Walk & Bike to School Day.
- Identify SRTS Champions at all schools, to help build the program and sustain activities after the grant has expired.
- Work with the SRTS Steering Committee and partners to determine how to expand the program to more schools in the district.

## **EQUITY**

- Work with parents and school staff to develop SRTS materials and curriculum that are culturally and linguistically appropriate for all participating students.
- Provide accessible bicycle and pedestrian safety education to students with disabilities (i.e. use of adaptable bikes).

## **ENGINEERING**

- Improve safety and comfort for students walking and bicycling to school, by working closely with the School District Site Assessment Team, City of Salem Public Works Department, City of Keizer, Marion County, and school stakeholders to develop school action plans and amend capital improvement plans, and apply for state and regional grants for infrastructure improvements near schools.
- Reduce the number of driving trips to schools in the Salem-Keizer area, and improve traffic circulation.

## **ENFORCEMENT**

- Work with crossing guards, Community School Outreach Coordinators (CSOCs) and local law enforcement to improve driving behavior near schools and ensure the road is being shared safely by all.

## **EVALUATION**

- Establish performance measures to indicate success and challenges of SRTS Program. Regularly collect and analyze student travel data using SRTS National Center methodology, including student tallies once a year and parent surveys every three years.
- Develop action plans for participating schools to identify needs and establish goals for improving SRTS programs.
- Understand community needs and interest, by collecting qualitative data at encouragement events and developing relationships with students, parents, and school staff.

These outcomes will be achieved by coordination with partners at Marion County Health Department, Cherriots Trip Choice, Salem-Keizer School District, City of Keizer Traffic Safety-Bikeways-Pedestrian Committee, the Salem Bicycle Club, the Safe Routes to School National Partnership, the Oregon Safe Routes to School Network, ODOT's Safe Routes to School Program staff, and the schools themselves.

## OBJECTIVES AND TASKS FOR THE SRTS PROGRAM

The table below shows the initial objectives and tasks for starting a SRTS program. The first four tasks will be accomplished by the Steering Committee prior to the submission of an application for an Oregon SRTS Non-infrastructure grant. The subsequent major tasks are dependent on the successful award of a grant and hiring of a SRTS Coordinator.

OBJECTIVE / TASK	MAIN RESPONSIBILITY	SUPPORT RESPONSIBILITY
Develop coordinator position description	COG, School District	Steering Committee
Develop final budget for coordinator position	COG, School District	Steering Committee
Agree to employer of Coordinator (between COG and School District)	COG, School District	Steering Committee
Apply for grants	COG, School District	Steering Committee – letters of support
Hire a SRTS coordinator	COG, School District	
Develop a work program / Outreach Strategy	Coordinator	Assistance and Review by Steering Committee
Develop walk audits and Action Plans for 4 schools	Coordinator,	Marion County Health Dept., School principals, and parent volunteers, City or County staff of the relevant road authority.
Ongoing communication with teachers, principals and school administrators	Coordinator	School District Administration
Student hand tallies (twice per year) and parent surveys (once per year)	Coordinator	School teachers (including PE teachers, as needed)
Promotional Materials	Coordinator	School District, Cherriots Trip Choice
Safety Education to students	Coordinator	Cherriots Trip Choice, Salem Bicycle Club
Recruitment of Volunteers	Coordinator	Committee members
Outreach Activities outside of school instruction time (walking school bus, bike rodeo)	Coordinator	Parents, volunteers, police officer
Evaluation and assessing success of the program	Steering Committee – meet every 3-4 months	Coordinator to keep records of events/outreach/etc. to present to Steering Committee
Investigate and discuss long-term expansion of SRTS program and funding option	Steering Committee	MPO Board, School Board

The Oregon SRTS Network provides training for new SRTS Coordinators, via Commute Options. ODOT/Commute Options are revamping their training curriculum and courses with more details to come soon.

### **List of potential SRTS activities to include in the Salem Area SRTS Workplan**

- Stakeholder Outreach Plan – stakeholders, committees, and business associations
- Student/Family Outreach Plan – schedule of activities throughout the grant period and identify deadlines for key events, such as back to school, and International Walk & Roll to School Day
- Promotional Materials (publicize the program and educate the public)
- SRTS Webpage
- SRTS classroom activities
- Walk & roll to School Day
- Student Incentives Program (e.g. end-of-year fares and give-aways (reduced cost bike helmets)
- Walk and roll Wednesdays or Bike and Walk Fridays
- Support volunteers in developing a range of programs
- Work with local businesses and PSO to solicit incentives
- Student Pedestrian Safety education (by Coordinator and PE teachers) to third grade classrooms using the Oregon SRTS Neighborhood Navigators curriculum
- Student Pedestrian Safety education for middle school students: in-classroom lessons and on-bicycle “bike-rodeos” (40-bike fleet, trailer, etc.)
- SRTS Champion Program for parents and volunteers
- Family Bike Safety Festival – including a free bike rodeo, bike safety check, helmet pledge, skills station, and obstacle course
- Walk Audits and Action Plans
- Map for each school that shows the bike and pedestrian facilities and access within a mile or less of the school (see example)
- Action plan implementation – near term (maintaining vegetation, or re-painting of crosswalks); longer-term (capital improvement projects)
- Evaluation: Hand Tallies (teachers in classroom) in fall and spring. Parent Surveys (about 18 months apart) in English and Spanish
- Coordinator produced Annual Summary Report
- SRTS online “barrier map” – see link for map by Tigard
- Educational curriculum is presented to multicultural and English as a second language students

- Encourage Instructor pool that reflects the diversity of the region linguistically and ethnically
- Identify, prioritize and map on site and off site infrastructure improvements
- Work with school district's School Resource Officers (SROs) to grow greater enforcement support.
- Expand local, regional, and state partners to increase program delivery, research, and funding

## **FUNDING THE SALEM AREA SRTS PROGRAM**

Based on other SRTS programs in Oregon, the budget for a SRTS program are estimated to range between \$107,000 to \$123,000 per year. This assumes the full-cost (salary, benefits, space rent, and indirect costs) of a SRTS Coordinator of about \$100,000 - \$116,000 per year, plus SRTS materials expenses of approximately \$7,000/year.

Funding for the SRTS program will require obtaining a state grant (referred to as a "local community grant") from ODOT's SRTS Non-Infrastructure program. The Oregon Transportation Commission doubled the budget for the [ODOT Safe Routes to School program](#) to \$1 million per year, with approximately 60-70% available for local community grants. Applications for SRTS Non-Infrastructure grants will available in April 2019, with proposals due by May 13, 2019. The maximum grant is \$100,000 per year for up to three years. These grants have a 12% match requirement (cash or in-kind services).

For the upcoming ODOT funding cycle (Fiscal Years 2020, 2021, and 2022) the focus area for the SRTS Non-Infrastructure Program are:

- **Safety**
- **Communication/Coordination/Collaboration**
- **Equity**

A secondary source of funds will be Surface Transportation Block-Grant Program (STBGP) funds from the SKATS MPO. The safe routes to school program under section 1404 of SAFETEA-LU is an eligible activity for STBGP funds. Additional local funding (to supply the local match to the federal and state funds) will be needed from the participating agencies.



## **PROGRAM PARTNERS AND ROLES**

### **Salem-Keizer School District**

**Contact:** Linda Myers, Director of Academic Achievement  
Michael Shields, Director of Transportation

**Role:** Provide guidance and collaboration with SRTS Coordinator to provide events and education at 4-6 identified elementary schools in Salem-Keizer Public Schools. SRTS Coordinator will be provided access to elementary schools and partnerships will be established with school principal, Community School Outreach Coordinator (CSOC), school counselor, PE teacher, or other staff as appropriate. Salem-Keizer will provide oversight of the coordinator's daily work.

**Level of Effort:** Moderate to High

**Benefit to Project Outcomes:** Each identified elementary school will identify priorities in implementation for Year One. Priorities may include bike rodeos, Walk to School, or other events to promote family engagement or may focus on educational opportunities to promote pedestrian safety and healthy lifestyles.

### **Mid-Willamette Valley Council of Governments**

**Contact:** Michael Jaffe, Transportation Planning Director

**Role:** Coordinate the program with Salem-Keizer School District. Execute IGAs with ODOT to fund the program, be responsible for SRTS program budget, and manage the monthly invoices to ODOT and any required program reports to ODOT Transportation Safety Division. With the school district, advertise and interview SRTS Coordinator candidates. The SRTS Coordinator will be hired as an MWVCOG employee. Along with SRTS, supervise the work of the SRTS Coordinator. Schedule meetings of the Salem Area Safe Route to School Steering Committee. Look for opportunities for funding the SRTS program for the years beyond the initial 3-year program. Look for opportunities to expand the SRTS program to more schools in the Salem-Keizer school district, and longer-term potentially other school districts with the MWVCOG's member governments in Marion, Polk, and Yamhill counties. (Note: The Salem-Keizer Area Transportation Study (SKATS) MPO has programmed federal funds in FY2019, FY2020, and FY2021 (a total of \$67,000) for the 3-year program.)

**Level of Effort:** Moderate to High

**Benefit to Project Outcomes:** By providing the administrative aspects of the program, this will allow the school district and SRTS Coordinator to focus on the key work tasks of developing and implement Action Plans. In addition, MWVCOG will work with the organizations on the Salem Area Safe Route to School Steering Committee to expand the program.

### **Cherriots Trip Choice**

**Contact:** Roxanne Beltz or Mischa O'Reilly, Trip Choice Program Team

**Role:** Program implementation support, fiscal support, materials, and services support (as needed)

**Level of Effort:** High

**Benefit to Project Outcomes:** Having Trip Choice - the regional Transportation Options program as part of the team allows for economies of scale, mutual support, event coverage, shared resources, networking opportunities, and the ability to facilitate community connections.

### **Salem Bicycle Club**

**Contact:** Hersch Sangster

**Role:** Bike Skill Instructor, Liaison for the Bicycle Community

**Level of Effort:** Moderate

**Benefit to Project Outcomes:** Able to conduct Bike Skill Fairs and Bicycle Safety Events. Able to conduct Bicycle Safety Rides. Able to solicit volunteers for bicycle events/training. A source of one-time limited funding for bicycle infrastructure and education activities.

### **Marion County Health and Human Services**

**Contact:** Sally Cook, Health Educator

**Role:** Support for SRTS Coordinator; SRTS activities for schools outside of the Salem-Keizer School District

**Level of Effort:** High

**Benefit to Project Outcomes:** Support community partners in evaluating, identifying and improving safe routes. Print and collect parent survey and teacher tally data for analysis. Train parents for walk audits and coordinate with schools as requested. Provide pedestrian and bike education / training, walking school buses, bike trains, and coordinate with community partners to improve driver awareness through Oregon Friendly Driver program. Assist in events, such as walk and bike to school day, month, national walking day, bike rodeos, AVID night, and others. Work with communities interested in improving air quality and traffic safety where they live. Assist in biking and pedestrian education and training. Host master training events for bike education and pedestrian education as requested.

Print materials for club or classroom use, such as neighborhood navigators, etc.

**Safe Routes to School National Partnership**

**Contact:** Becky Gilliam, Regional Policy Manager

**Role:** Provides support with program development, resources, and policy.

**Level of Effort:** High

**Benefit to Project Outcomes:** The Safe Routes to School National Partnership is a national non-profit that works to advance safe walking and bicycling programs, policies, and initiatives. The National Partnership will support the development of a Salem-Keizer SRTS Program, share resources and best practices with the coordinator, and assist with developing SRTS policy frameworks.

**City of Salem Police Department**

**Contact:** Steve Bellshaw (Deputy Chief), George Burke (Deputy Chief)

**Role:** Providing enforcement and assisting with activities

**Level of Effort:** Moderate

**Benefit to Project Outcomes:** Assistance with SRTS activities such as speed enforcement, safety and security near schools, and partnering on International Walk & Bike to School Day.