



# Memorandum

**TO:** NEIGHBORHOOD SERVICES  
AND EDUCATION COMMITTEE

**FROM:** Norberto Dueñas

**SUBJECT:** SCHOOLS/CITY COLLABORATIVE BI-MONTHLY UPDATE  
**DATE:** 03-26-12

Approved

Date

On March 14, 2012, City officials met with School Superintendents at the quarterly Schools/City Collaborative (S/CC) meeting. Co-chaired by Mayor Chuck Reed, Councilmember Don Rocha and Superintendent Chuck Weis (Santa Clara County Office of Education), the group discussed the following topics of mutual interest:

**2012 Safe Summer Initiative** – In anticipation of the limited resources for summer programming offered by the school districts, Angel Rios, Assistant Director of Parks, Recreation and Neighborhood Services, provided an overview of the 2012 Safe Summer Initiative goals and the campaign to raise funds for the program. Additionally, Angel facilitated a discussion identifying the schools/neighborhoods that the Safe Summer Initiative could place the greatest emphasis on this summer. The City and schools will continue to work together to evaluate services for the most “at risk” youth and collaborate to identify other financial partners for the Safe Summer Initiative. Staff will follow up with school districts to continue the dialogue and coordinate access to services for students before the end of the school year.

**Discussion on 2012 - 2013 Budget** – Mayor Reed provided updates on the upcoming dates and issues impacting the City’s Budget for FY 2012-13. The Mayor outlined the March Budget Message, which the City Council was to discuss on March 20, providing policy direction and highlighting a few strategic investments, such as opening four libraries and allocating some additional funds to specific programs/initiatives like gang prevention programs.

**Social Host Ordinance** – Kip Harkness, Assistant to the City Manager, provided an update on the City’s potential Social Host Ordinance to deal with underage drinking parties. The school superintendents were supportive and agreed to continue further discussion, including opportunities for additional outreach that may be needed as part of City Council consideration and implementation of a Social Host Ordinance.

**Launch of the Walk n’ Roll San Jose!** – The City San José has received grant funds to promote and encourage safe walking and biking behaviors to school children at elementary schools within San José. The grant funds have been awarded by the Metropolitan Transportation Commission through their Climate Initiative Program and will enable the City to work with up to 35 elementary schools over a two year period to increase walking and biking to school, which will help to foster a healthy lifestyle, ease traffic congestion and create a safer environment in school

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zones. The program will be delivered through a community-based partnership effort that includes San José's nationally recognized Street Smarts program, the Lucile Packard Hospital and Specialized Bicycle. The City will begin working with up to 20 elementary schools to implement the Walk n' Roll San José! program during the 2012-2013 school year. The City will work with the remaining 15 elementary schools to implement the program during the 2013-2014 school year. Hans Larsen, Director of Transportation, circulated a letter (attached) forwarded to the school districts outlining the program goals, schedule, criteria and commitment form. For more information, please contact Lily Lim-Tsao at (408) 975-3269.

The next meeting will be held at the Campbell Union High School District Office in San José on Wednesday, June 13, 2012 from 7:30 am to 8:30 am.



NORBERTO DUEÑAS  
Deputy City Manager

For questions, please contact Ernest Azevedo, Executive Analyst, at (408) 535-8119.

March 9, 2012

TO: San José School Superintendents

RE: **Walk n' Roll San Jose! Walking and Biking Encouragement Program**

**Dear Superintendents,**

As mentioned at previous Schools/City Collaborative meetings this past year, the City of San José has received grant funds to promote and encourage safe walking and biking behaviors to school children at elementary schools within San Jose. The grant funds have been awarded by the Metropolitan Transportation Commission through their Climate Initiatives Program and will enable the City to work with up to 35 elementary schools over a two year period to increase walking and biking to school, which will help to foster a healthy lifestyle, ease traffic congestion and create a safer environment in school zones. The program will be delivered through a community based partnership effort that includes San Jose's nationally recognized Street Smarts program, the Lucile Packard Hospital and Specialized Bicycle.

**Program Goal**

To increase the number of students who walk or bike to school by 20%, by developing and encouraging students to participate in Walking School Buses or Bicycle Trains.

**Program Deliverables**

Schools that are selected to participate in the Walk n' Roll San Jose! program will receive:

- Traffic safety education through presentations and materials
- Assistance in developing walking and biking programs
- Education and encouragement to inspire and motivate students to walk or bike
- Assessment of walking/biking routes and suggested routes to school maps
- Traffic safety evaluation and low cost improvements (roadway signs, wheelchair ramps, crosswalk enhancements) to enhance safety along walking/biking routes
- Education awareness regarding the lifestyle benefits of physical fitness

**Program Benefits**

- Reduction in vehicle congestion and traffic safety impacts as a result of more students walking and biking to school

- Increased level of physical fitness of students that has been shown to increase academic performance and reduce absenteeism rates
- Increased level of community involvement and engagement

### **Interested Schools**

Please share this opportunity with schools in your district that may be interested in promoting safe walking and bicycling behaviors as a way to improve student health and reduce vehicle congestion around schools. Interested schools are invited to complete and submit the attached "Interest and Certification of Commitment Form" to Lily Lim-Tsao, Division Manager of Transportation Operations at:

by e-mail: [lily.lim-tsao@sanjoseca.gov](mailto:lily.lim-tsao@sanjoseca.gov), or  
by fax: 408-292-6092

It is recommended that schools submit their Interest and Certification of Commitment Form by April 6, 2012. Applications received after this date will be reviewed for potential inclusion in the Walk n' Roll San Jose! program if fewer than 35 applications are received.

**Selection Criteria:** If more than 35 applications are received by the City, applications will be evaluated and prioritized based on the level of school interest in the program; school, parent and community commitment to sustain the Walk n' Roll San Jose! program; school support and readiness for walking and biking; and any unique challenges or opportunities present at a school. Schools will be notified by April 30, 2012 regarding their participation status in the program.

**Schedule:** The City will begin working with up to 20 elementary schools to implement the Walk n' Roll San Jose! program during the 2012-2013 school year. The City will work with the remaining 15 elementary schools to implement the program during the 2013-2014 school year.

If you, or any of your schools, have questions regarding the program or application process for the Walk n' Roll San Jose! program, please contact Lily Lim-Tsao at 408-975-3269.



LAURA WELLS  
Deputy Director  
Department of Transportation

attachment

# Walk n' Roll San Jose!

## Program Interest and Commitment Form

### A. PROGRAM REQUIREMENTS

*Federal grant funds are being utilized to implement the Walk n' Roll San Jose! program; and specific program objectives and evaluation guidelines must be met. To help achieve the program goal of increasing walking and/or biking to school by 20%, participating schools must agree to:*

1. Promote the Walk n' Roll San Jose! program through outlets such as the school newsletter, email or phone communication, at school events/activities/assemblies, and post banners on campus.
2. Support the distribution and collection of parent surveys (up to 2 times a year) as necessary to comply with grant requirements.
3. Commit to working with City officials and school and neighborhood community members to encourage walking and biking as a way to improve traffic circulation and pedestrian safety in the school zone.  
*Although not a grant requirement, schools are strongly encouraged to continue to promote, encourage and sustain established walking school buses and bicycle trains after the grant period is over.*

### B. SCHOOL INTEREST

School: \_\_\_\_\_ Student Population: \_\_\_\_\_

Primary School Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

e-mail: \_\_\_\_\_

Superintendent Office Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

1. On a typical school day, how many students:

- |                   |       |                      |       |
|-------------------|-------|----------------------|-------|
| a. Walk to school | _____ | c. Bus to school     | _____ |
| b. Bike to school | _____ | d. Carpool to school | _____ |

What sources of data are available to support the estimates above (surveys, walk/bike assessments)?

\_\_\_\_\_

2. Multiple school participation within each school district is strongly encouraged to promote camaraderie and competition between schools. Please identify other schools within your district that are also interested in participating:

\_\_\_\_\_

### C. SCHOOL SUPPORT & READINESS FOR WALKING AND BIKING

3. Schools with existing walking and biking programs and plans, and that have been actively engaged in encouraging and promoting walking and bicycling may be more likely to develop a "sustainable" Walking School Bus and Bicycle Train program. Does your school currently have a transportation and/or health plan that incorporates encouragement of walking and biking to school, identification of pedestrian and bicyclist circulation plans, school safety patrol, bicycle parking, and/or arrival and departure zone management:

Yes

No

Please provide a brief description of any existing walking and biking program/plan:

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4. In the 2011-2012 school year, our school has completed or participated in Walk or Bike promotions/events as follows:

0 Events       1 Event       2 Events       3 or More Events

Please provide a brief description of each event, including event date, description, goals/objective of event, number of students participating, number of staff/parents who volunteered and any other noteworthy comments:

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5. For the remaining balance of the 2011-2012 school year, our school has the following Walk or Bike promotions/events planned:

0 Events       1 Event       2 Events       3 or More Events

Please provide a brief description of each planned event, including planned event date, description,

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#### D. DEMONSTRATION OF SCHOOL AND PARENTS OR COMMUNITY COMMITMENT

6. A strong commitment from both the school administration and parents are required to support a sustainable walking and biking program. Our school is prepared to commit the following number of parents to serve as school champion(s) to support the Walk n' Roll San Jose! efforts. The Champion(s) will serve as key liaison(s) between the City, school administration and school parent organizations. The Champion(s) will be responsible for assisting with securing volunteers, planning events, and strengthening community bond:

1 Champion       2 Champions       3 or More Champions

Please provide names, phones numbers, and email addresses of above champions, if available:

Champion # 1 \_\_\_\_\_

Champion # 2 \_\_\_\_\_

Champion # 3 \_\_\_\_\_

7. Having volunteers to assist pedestrians and bicyclists at school crosswalks and other key locations may be needed to enhance safety. Our school is committed to providing the following number of school administrators/students/parents to enhance safety at the school during morning arrival and afternoon departures.

- 1-2 Persons       3-4 Persons       4-5 Persons       6 or More Persons

8. Our school currently has an active and organized school safety program that includes students/staff/parents to assist in managing traffic safety at morning arrival and afternoon departures:

- Yes                                       No

Please provide a brief description:

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**E. UNIQUE CHALLENGES AND OPPORTUNITIES:**

9. Describe any challenges (infrastructure, cultural, perceptions) that may hinder success, and any solutions to help overcome barriers to successfully implementing a Walk n' Roll program:

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10. Describe opportunities (community programs, active neighborhood or business associations) that are available, and how the school may take advantage of existing resources:

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**School Principal Signature:**

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Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name