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## PUBLIC WORKS DEPARTMENT

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**DATE:** January 13, 2017

**TO:** City-CCUSD Liaison Committee

**FROM:** Eric Bruins, Bicycle & Pedestrian Coordinator 

**CC:** John Nachbar, City Manager  
Charles D. Herbertson, Public Works Director/City Engineer  
Scott Bixby, Chief of Police  
Dr. Joshua Arnold, Superintendent  
Mike Reynolds, Assistant Superintendent

**SUBJECT:** Continuing Support for Culver City Walk & Rollers Program

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The purpose of this memorandum is to outline a proposed structure for sharing responsibilities and costs between the City of Culver City and the Culver City Unified School District (CCUSD) for the continuation of the successful Culver City Walk & Rollers program after its current grant funding expires in June 2017.

### BACKGROUND

In 2011, in partnership with CCUSD, the City applied for a Safe Routes to School (SRTS) non-infrastructure grant from Caltrans in order to develop a new program to promote walking and biking to school at all elementary schools and Culver City Middle School. The City was awarded \$500,000 in 2012 and Culver City Walk & Rollers launched the following year.

The four-year SRTS grant will expire at the end of the current fiscal year in June 2017. In just a few years, the program has been integrated into the culture of each campus, CCUSD and the City have built a strong partnership, and thousands of students have participated in events and activities. Parent surveys show that the program is making an impact: biking to school has doubled from 2014 to 2016.

City and CCUSD staff believe the program is a valuable community asset and should continue beyond the grant period. While ideally the program would be self-sustaining, the reality is that the level of effort needed to maintain and expand the program is more than can be expected from volunteers. City and CCUSD staff have worked together to develop this proposal to continue the most important elements of the program with shared financial support from both the City and CCUSD.

## **PROGRAM SCOPE AND BUDGET**

Staff has identified the following core program functions that would be performed by a consultant:

- Assist school-based SRTS Committees to support participation
- Assist PE instructors in delivery of curriculum
- Expand Walking School Bus Program
- Develop suggested route to school maps, including meetup times for walking school buses
- Expand program to serve Culver City High School, including development of a student leadership program
- Promote citywide SRTS activities, including Walk to School and Bike to School Days/Months
- Coordinate adult and/or family bicycle safety classes
- Coordinate citywide Walk & Roll Festival
- Conduct annual travel tallys and other data collection as needed
- Program Administration

After reviewing the current program budget and recommendations from the current consultant, staff believes that these services can be performed by a consultant for \$70,000 per year, including both personnel and materials. This is a reduction from the current \$125,000 per year grant budget, reflecting a more focused program and no start-up costs.

## **CITY CONTRIBUTION**

The City's Public Works Department would continue to administer the program, including managing contractor performance, processing invoices, reviewing deliverables, etc. The Culver City Police Department would continue to participate in education and enforcement activities near schools. The City would continue to help promote citywide events and activities.

The City would contribute \$40,000 per year toward the cost of a consultant.

## **CCUSD CONTRIBUTION**

CCUSD would continue to support faculty and staff participation in the program, promote activities within the school community, and provide access to school facilities for meetings and events. Senior CCUSD staff would continue to meet monthly with City staff and the consultant to coordinate and review program activities. CCUSD would participate in the evaluation of contractor performance to ensure the district's needs are met.

CCUSD would contribute \$30,000 per year toward the cost of a consultant.

## **NEXT STEPS**

If the City and CCUSD elect to continue with the program described above, these are the steps that would be necessary to maintain continuity:

1. The City and CCUSD would need to enter into a Memorandum of Understanding (MOU) reflecting the commitments outlined above.
2. Both agencies would need to include their respective financial contributions in their next fiscal year budgets.
3. In the spring, the City would lead an RFP process to procure a consultant for this next phase of the program. The contract with a consultant would have a three-year term with two one-year options for a maximum duration of five years. In order to be ready for the next school year, the goal would be to have a new consultant on board on or shortly after July 1, 2017.