



Marin County Safe Routes to Schools Program Evaluation

MTC Regional School and Youth Outreach Program Technical Advisory Committee

March 9, 2012



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Measure A, Strategy #4

Strategy #4: Reduce school related congestion and provide safer access to schools.

- 1. Safe Routes to Schools**
Ongoing funding to support this successful and popular program that promotes walking, biking, taking transit, or carpooling to school.
- 2. Crossing Guards**
Crossing guards at 70 intersections along major roads serving schools.
- 3. Provide capital funds for Safe Pathways To School projects**
Safety improvements around Marin County schools in conjunction with the Safe Routes to Schools Program, including sidewalk improvements, safer crosswalks and crossings, bicycle and pedestrian safety improvements, and speed reduction measures.




MARIN COUNTY SAFE ROUTES TO SCHOOLS PROGRAM EVALUATION

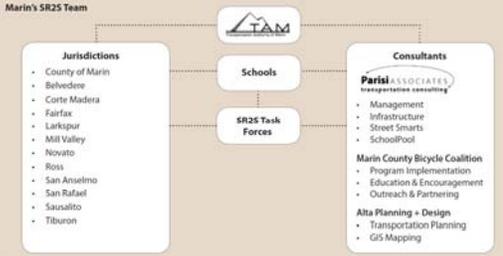
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Program Administration

Marin's SR25 Team



Jurisdictions

- County of Marin
- Belvedere
- Corte Madera
- Fairfax
- Larkspur
- Mill Valley
- Novato
- Ross
- San Anselmo
- San Rafael
- Sausalito
- Tiburon

Schools

SR25 Task Forces

Consultants

Paris Associates
transportation consulting

- Management
- Infrastructure
- Street Smarts
- SchoolPool

Marin County Bicycle Coalition

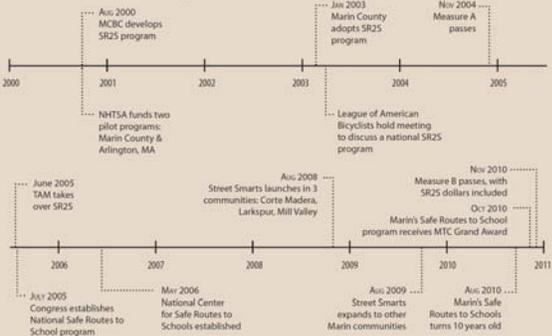
- Program Implementation
- Education & Encouragement
- Outreach & Partnering

Alta Planning + Design

- Transportation Planning
- GIS Mapping



Evolution of Marin SR25



- 2000: MCBC develops SR25 program
- 2001: NHTSA funds two pilot programs: Marin County & Arlington, MA
- 2003: Marin County adopts SR25 program
- 2003: League of American Bicyclists hold meeting to discuss a national SR25 program
- 2004: Measure A passes
- 2005: TAM takes over SR25
- 2005: June: Congress establishes National Safe Routes to School program
- 2006: Mar 2006 National Center for Safe Routes to Schools established
- 2008: Aug 2008 Street Smarts launches in 3 communities: Corte Madera, Larkspur, Mill Valley
- 2009: Aug 2009 Street Smarts expands to other Marin communities
- 2010: Nov 2010 Measure B passes, with SR25 dollars included
- 2010: Oct 2010 Marin's Safe Routes to School program receives MTC Grand Award
- 2010: Aug 2010 Marin's Safe Routes to Schools turns 10 years old



Safe Routes to Schools Evaluation

- Program Highlights
- Education & Encouragement Programs
- SchoolPool Marin
- Street Smarts
- Infrastructure Projects
- A Look to the Future





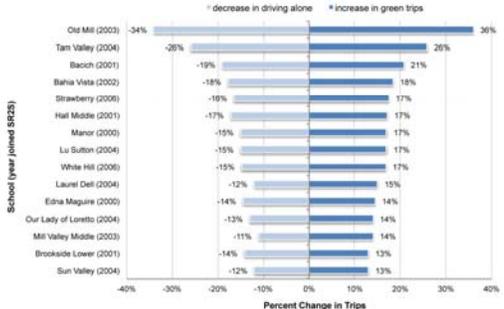
Program Highlights



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Mode Shift Since SR2S Began

- 8% mode shift countywide
- 21 schools have exceeded the countywide average

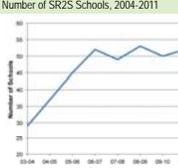


School (year joined SR2S)	Percent Change in Trips
Old Mill (2003)	-34%
Tam Valley (2004)	-28%
Bacch (2001)	-19%
Bahia Vista (2002)	-18%
Strawberry (2006)	-17%
Hill Middle (2001)	-17%
Manor (2005)	-15%
Lu Sutton (2004)	-15%
White Hill (2006)	-15%
Laurel Dell (2004)	-12%
Edra Maguire (2000)	-14%
Our Lady of Loreto (2004)	-13%
Mill Valley Middle (2003)	-11%
Brookside Lower (2001)	-14%
Sun Valley (2004)	-12%
(Unlabeled)	30%
(Unlabeled)	25%
(Unlabeled)	21%
(Unlabeled)	18%
(Unlabeled)	17%
(Unlabeled)	15%
(Unlabeled)	14%
(Unlabeled)	14%
(Unlabeled)	14%
(Unlabeled)	13%
(Unlabeled)	13%

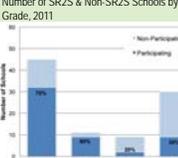
Participating Schools



Number of SR2S Schools, 2004-2011



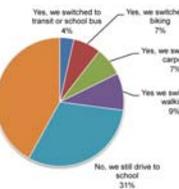
Number of SR2S & Non-SR2S Schools by Grade, 2011



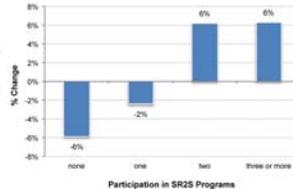
Influencing Change

- Over 25 percent of families changed their travel mode because of Marin's SR2S Program
- The more schools participate in SR2S programs, the greater the impact

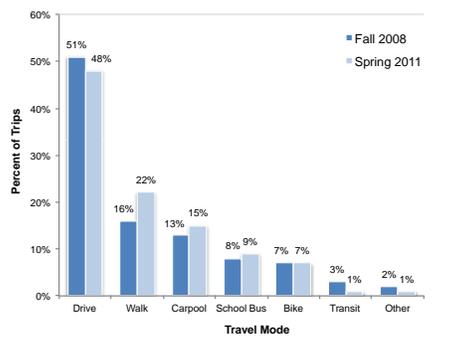
Have you reduced the number of times you drive your children to school since participating in SR2S?



Percent Change in Green Trips by School Participation in SR2S Programs, Fall 2010-Spring 2011



Mode Share (Fall 2008-Spring 2011)



Travel Mode	Fall 2008	Spring 2011
Drive	51%	48%
Walk	16%	22%
Carpool	13%	15%
School Bus	8%	9%
Bike	7%	7%
Transit	3%	1%
Other	1%	2%



Education & Encouragement Programs



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Educational Programs

- Stop, Look and Listen (2nd grade)
- Walk Around the Block (2nd grade)
- Bicycle Safety (4th grade)
- Traffic Safety (4th grade)
- Bicycle Rodeo (4th grade)
- Drive That Bike (6th grade)



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Promotional Activities

- International Walk to School Day Event
- Ongoing Walk and Roll to School or Teens Go Green Days
- Neighborhood SchoolPools
- Go Green Spring Contest
- Other Special Schools Activities or Contests



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Educational Programs

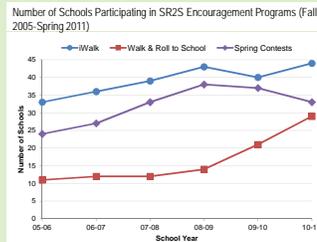
- Outdoor Bike Drills (6th grade)
- Other Specialty Classes
- Education for Parents on Safe Driving (Street Smarts)
- Education for Parents on Safe Walking and Bicycling (Riding with Youth)
- Assemblies



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Encouragement: Trends

- Based on student and parent surveys, encouragement programs have a big impact on the number of green trips to school
- Almost all schools that showed an increase in the number of green trips during 2010-11 also participated in regular Walk to School days and contests



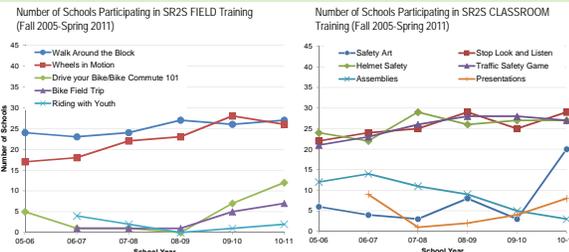
Number of Schools Participating in SR2S Encouragement Programs (Fall 2005-Spring 2011)

School Year	Walk	Walk & Roll to School	Spring Contests
05-06	30	10	25
06-07	35	10	28
07-08	38	10	32
08-09	42	12	35
09-10	38	20	35
10-11	42	28	32

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Education: Trends

- School participation in SR2S curriculum has been steady
- New and updated content is critical in keeping material fresh and engaging



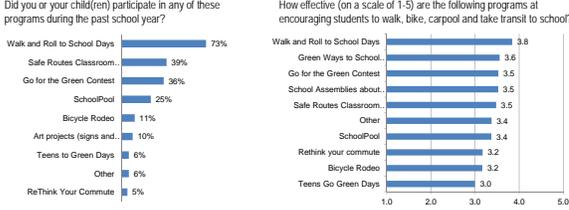
Number of Schools Participating in SR2S FIELD Training (Fall 2005-Spring 2011)

Number of Schools Participating in SR2S CLASSROOM Training (Fall 2005-Spring 2011)

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Encouragement: Trends

- Walk and Roll to School Days have seen a dramatic rise in participation recently
- According to parent surveys, these events are the #1 most popular and effective SR2S program



Did you or your child(ren) participate in any of these programs during the past school year?

Program	Percentage
Walk and Roll to School Days	73%
Safe Routes Classroom...	39%
Go for the Green Contest	36%
SchoolPool	25%
Bicycle Rodeo	11%
Art projects (signs and...	10%
Teens to Green Days	6%
Other	6%
ReThink Your Commute	5%

How effective (on a scale of 1-5) are the following programs at encouraging students to walk, bike, carpool and take transit to school?

Program	Effectiveness Score
Walk and Roll to School Days	3.8
Green Ways to School...	3.6
Go for the Green Contest	3.5
School Assemblies about...	3.5
Safe Routes Classroom...	3.5
Other	3.4
SchoolPool	3.4
ReThink your commute	3.2
Bicycle Rodeo	3.2
Teens Go Green Days	3.0

Encouragement: Green Ways to School

- Schools that participated in GWTS programs had a 6% increase in green trips
- Some schools in the program demonstrated an even higher rate of increase, up to 13%
- 31 schools participated in the Go for the Green contest, recording 97,000 green trips, equivalent to a reduction of 40 tons of CO₂
- Nearly 2,000 families enrolled in SchoolPool Marin or took the GWTS pledge



No Cars on Campus Day at Drake High School



New Technology Tools



SAFE ROUTES TO SCHOOLS MARIN COUNTY

Safe Routes to Schools

Safe Routes to Schools is a national program designed to encourage safe and healthy walking and biking to school. Safe Routes to Schools programs create safe routes to school, using sidewalks and crosswalks to show how much fun it can be. The program addresses general safety concerns by educating parents and the public, promoting safe walking and biking, and identifying areas to create safer routes. Marin County purchased the national Safe Routes to Schools program that has spread across the U.S.

Safe Routes, Green Communities

Safe Routes to Schools programs are designed to encourage safe and healthy walking and biking to school and the community. Safe Routes to Schools programs create safe routes to school, using sidewalks and crosswalks to show how much fun it can be. The program addresses general safety concerns by educating parents and the public, promoting safe walking and biking, and identifying areas to create safer routes. Marin County purchased the national Safe Routes to Schools program that has spread across the U.S.

Program Goals:

- Encourage walking and biking to school
- Increase safety of walking and biking to school
- Increase safety of walking and biking to school
- Increase safety of walking and biking to school
- Increase safety of walking and biking to school
- Increase safety of walking and biking to school

2011 International Walk to School Day



SchoolPool Marin



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Street Smarts

- Public education campaign designed to target unsafe behaviors of drivers, pedestrians and bicyclists
- Uses advertising and focused community relations efforts focused on behavior change
- Three pilot communities: Corte Madera, Larkspur, and Mill Valley



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Street Smarts: Media



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Street Smarts

Five specific behavioral issues identified:

- Speeding
- Stopping: red traffic signal violations
- Right-of-way violations: drivers, pedestrians, bicyclists
- Distracted driving
- Bicyclists violations, bicyclist safety



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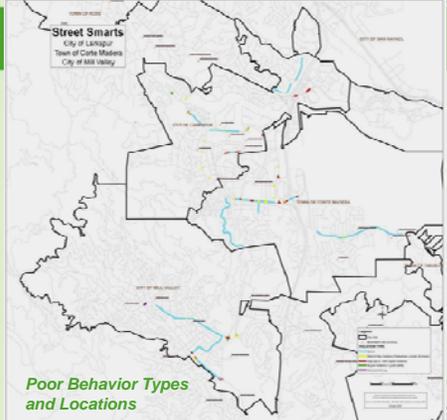
Street Smarts: Novato



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Street Smarts

City of Larkspur
Town of Corte Madera
City of Mill Valley



Poor Behavior Types and Locations



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Street Smarts: Sausalito





Infrastructure Projects



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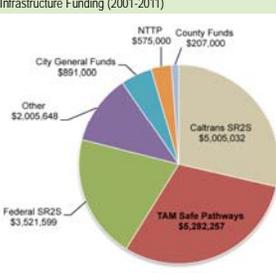
Safe Routes Infrastructure Projects in Marin



Safe Routes Infrastructure Projects in Marin

- Over \$17 million in projects funded
 - Doesn't include millions of dollars not specifically attributed to schools
- 100 projects constructed or in design stage
- High demand for project development

Infrastructure Funding (2001-2011)




Marin Avenue Walkway Ribbon Cutting



Marin SR2S Funding Sources

- Federal SR2S
- State SR2S
- Transportation Enhancement
- Bicycle Transportation Account (Caltrans)
- TAM Safe Pathways
- MTC Bicycle and Pedestrian Program
- MTC Safe Routes
- Marin Community Foundation
- Kaiser Permanente
- Local TFCA (TAM)
- Transportation for Livable Communities (MTC)
- Bicycle Facilities Program (BAAQMD)
- Regional TFCA (BAAQMD)
- Agency general funds
- Office of Traffic Safety
- HSIP (Caltrans)
- School districts



Wade Thomas Sidewalk Improvements





Lessons Learned



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Take a Comprehensive Approach

- Skill Building
- Raising Awareness
- Taking Action




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Lessons Learned




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Community-Based Social Marketing

- Events and contests
- Community education
- Cultural shift




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Institutionalize the Program



Task Forces - Stakeholders
Mill Valley Safe Routes to
Schools Policy Adopted



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Training and Supporting Champions





Get the Kids Excited



Environmental Message Works



Green Ways to School



Addressing Barriers



SchoolPool Needs the Human Touch



Weekly Walk and Roll Days



Education is Essential



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Field Trips

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Report Back to Schools

www.marintraffic.org

Keep it Fresh

A Look to the Future

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Taking Our Temperature

Edna Maguire Elementary School Travel Survey Results

Percentage who think route is:
 "Walkable" = 53%
 "Not walkable" = 46%

Percentage who would use and pay for a shuttle bus:
 Yes but = 40%
 Pay less = 40%

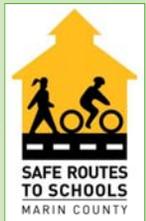
Reason why students are afraid to school:
 Child size: 15%
 Safety: 23%
 Time: 23%
 Distance: 29%
 Other: 10%

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Recommendations

1. Develop a Strategic Plan
2. Establish Institutional Support
3. Identify and Prioritize Infrastructure Needs for Schools in Unincorporated Marin
4. Expand to Other Schools
5. Offer New Tools
6. Participate in a Regional Clearinghouse
7. Continually Evaluate the Program
8. Establish Sustainable Funding
9. Expand Street Smarts

Questions?



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