Marin County Safe Routes to Schools

Program Evaluation

MTC Regional School and Youth Outreach Program
Technical Advisory Committee

March 9, 2012

www.tam.ca.gov

Measure A, Strategy #4

Program Administration

Evolution of Marin SR2S

Safe Routes to Schools Evaluation

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

Participating Schools

Mode Shift Since SR2S Began
- 8% mode shift countywide
- 21 schools have exceeded the countywide average

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

Mode Share (Fall 2008-Spring 2011)

Education & Encouragement Programs

Transportation Authority of Marin
www.tam.ca.gov
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)

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

Promotional Activities

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

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

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 Encouragement Programs (Fall 2005-Spring 2011)

- Walk and Roll to School Days: 73%
- Safe Routes Classroom: 51%
- SchoolPools: 71%
- Bicycle Rodeo: 31%
- Teens to Green Days: 56%
- Other: 26%

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

- Walk and Roll to School Days: 3.8
- Safe Routes Classroom: 3.2
- SchoolPools: 3.6
- Bicycle Rodeo: 3.7
- Teens to Green Days: 3.8
- Other: 3.5
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.

New Technology Tools

2011 International Walk to School Day

SchoolPool Marin
Neighborhood SchoolPool: Kentfield

Neighborhood SchoolPool: New Website

Street Smarts
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

Poor Behavior Types and Locations

Street Smarts: Media

Street Smarts: Novato

Street Smarts: Sausalito
Infrastructure Projects

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

Marin SR2S Funding Sources

- Federal NHTS
- State SR2S
- Transportation Enhancement
- Bicycle Transportation Account (Caltrans)
- TSB Sidewalk
- MTC Feasibility and Pilot Program
- MTC Safe Routes
- Marin Community Foundation
- Kaiser Permanente
- Local TMCs
- Transportation for Livable Communities (MTC)
- Bicycle Facilities Program (RAAQM)
- Regional PSC (BRAC/MTC)
- Agency general funds
- Office of Traffic Safety
- HSIP (Caltrans)
- School districts

Wade Thomas Sidewalk Improvements
Lessons Learned

Take a Comprehensive Approach
- Skill Building
- Raising Awareness
- Taking Action

Community-Based Social Marketing
- Events and contests
- Community education
- Cultural shift

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

Training and Supporting Champions
Get the Kids Excited

Environmental Message Works

Addressing Barriers

SchoolPool Needs the Human Touch

Weekly Walk and Roll Days

Education is Essential
Field Trips

Report Back to Schools

Keep it Fresh

A Look to the Future

Taking Our Temperature

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
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