



Marin County Safe Routes to Schools

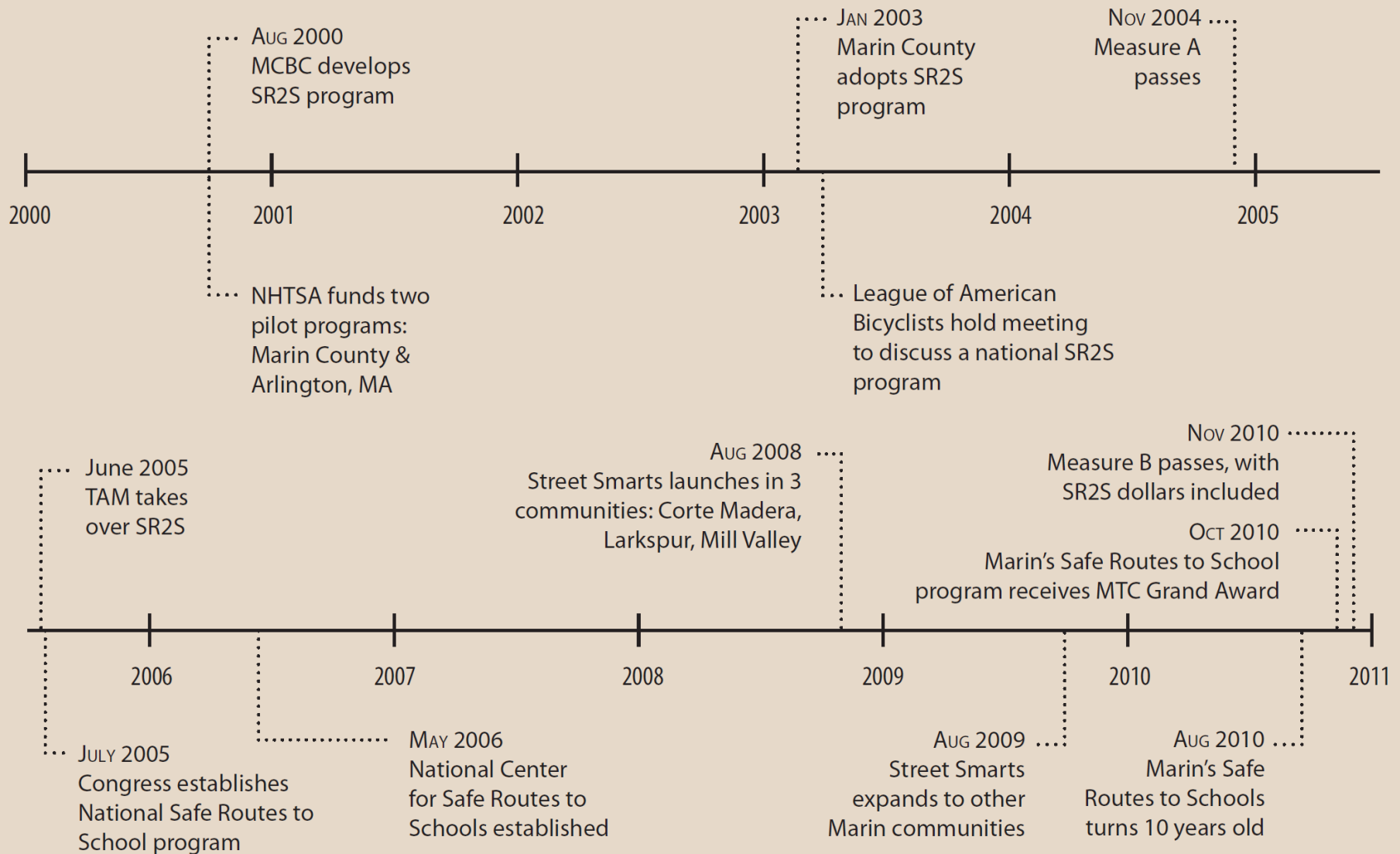
Behavior, Energy & Climate
Change Conference

November 14, 2012

TAM
Transportation Authority of Marin

www.tam.ca.gov

Evolution of Marin SR2S

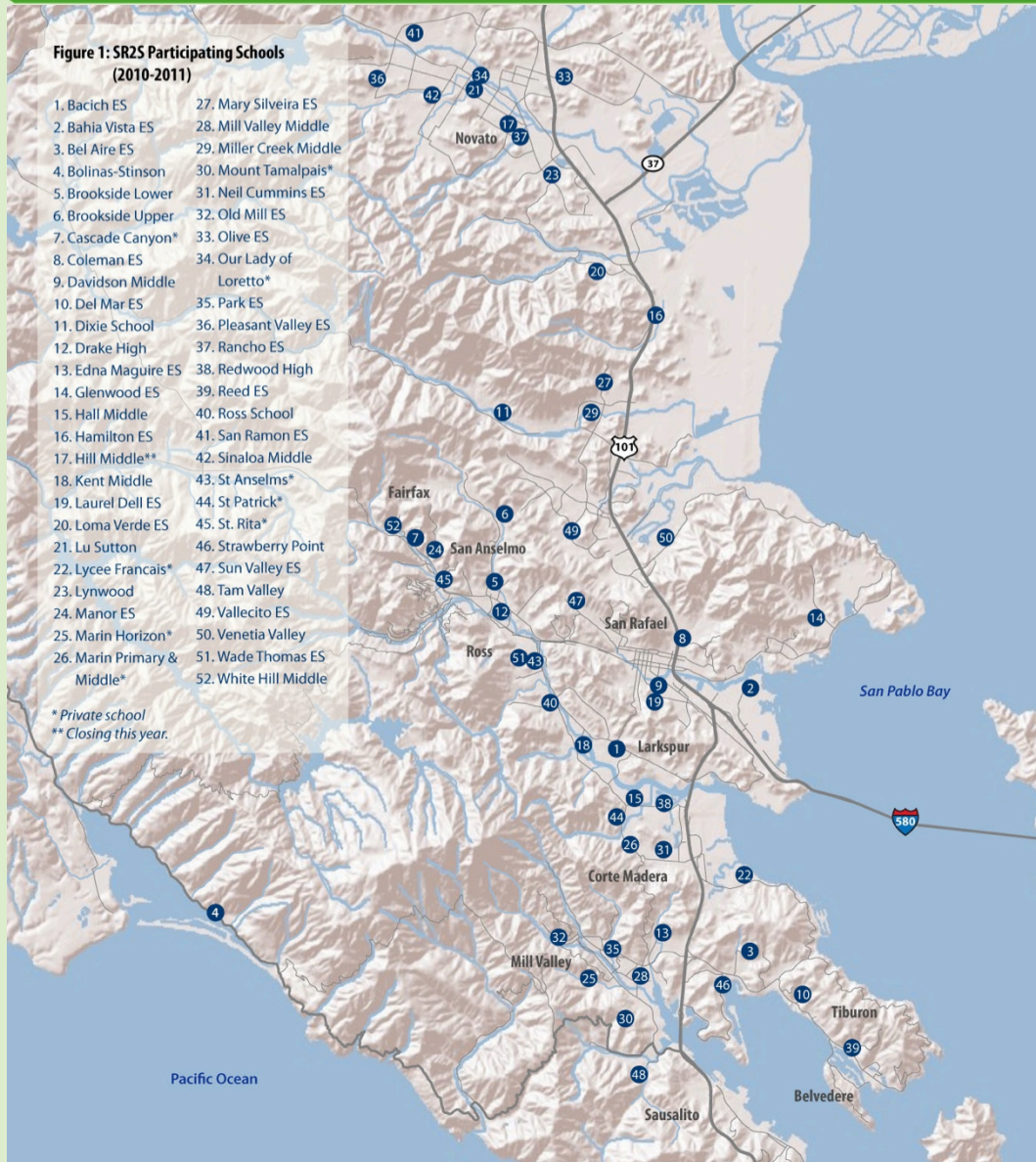


Participating Schools

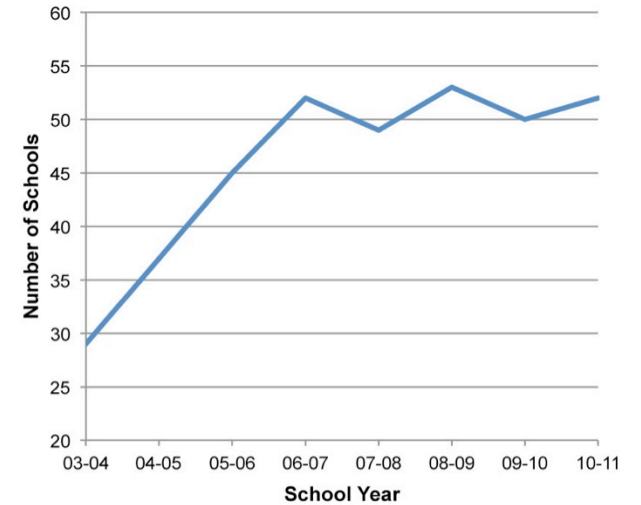
Figure 1: SR2S Participating Schools (2010-2011)

- | | |
|-----------------------------|--------------------------|
| 1. Bacich ES | 27. Mary Silveira ES |
| 2. Bahia Vista ES | 28. Mill Valley Middle |
| 3. Bel Aire ES | 29. Miller Creek Middle |
| 4. Bolinas-Stinson | 30. Mount Tamalpais* |
| 5. Brookside Lower | 31. Neil Cummins ES |
| 6. Brookside Upper | 32. Old Mill ES |
| 7. Cascade Canyon* | 33. Olive ES |
| 8. Coleman ES | 34. Our Lady of Loretto* |
| 9. Davidson Middle | 35. Park ES |
| 10. Del Mar ES | 36. Pleasant Valley ES |
| 11. Dixie School | 37. Rancho ES |
| 12. Drake High | 38. Redwood High |
| 13. Edna Maguire ES | 39. Reed ES |
| 14. Glenwood ES | 40. Ross School |
| 15. Hall Middle | 41. San Ramon ES |
| 16. Hamilton ES | 42. Sinaloa Middle |
| 17. Hill Middle** | 43. St Anselms* |
| 18. Kent Middle | 44. St Patrick* |
| 19. Laurel Dell ES | 45. St. Rita* |
| 20. Loma Verde ES | 46. Strawberry Point |
| 21. Lu Sutton | 47. Sun Valley ES |
| 22. Lycee Francais* | 48. Tam Valley |
| 23. Lynwood | 49. Vallecito ES |
| 24. Manor ES | 50. Venetia Valley |
| 25. Marin Horizon* | 51. Wade Thomas ES |
| 26. Marin Primary & Middle* | 52. White Hill Middle |

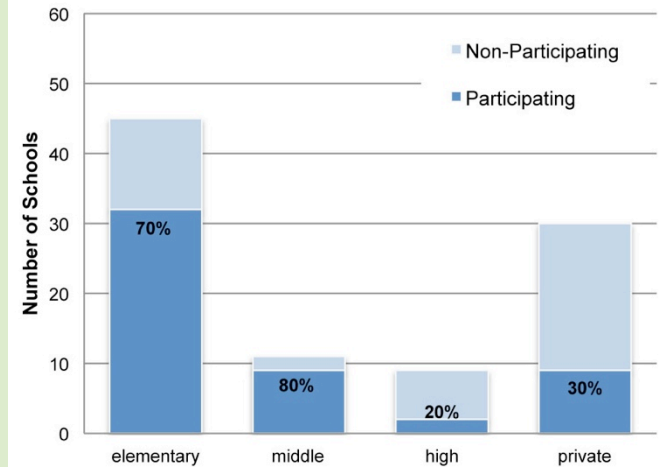
* Private school
 ** Closing this year.



Number of SR2S Schools, 2004-2011

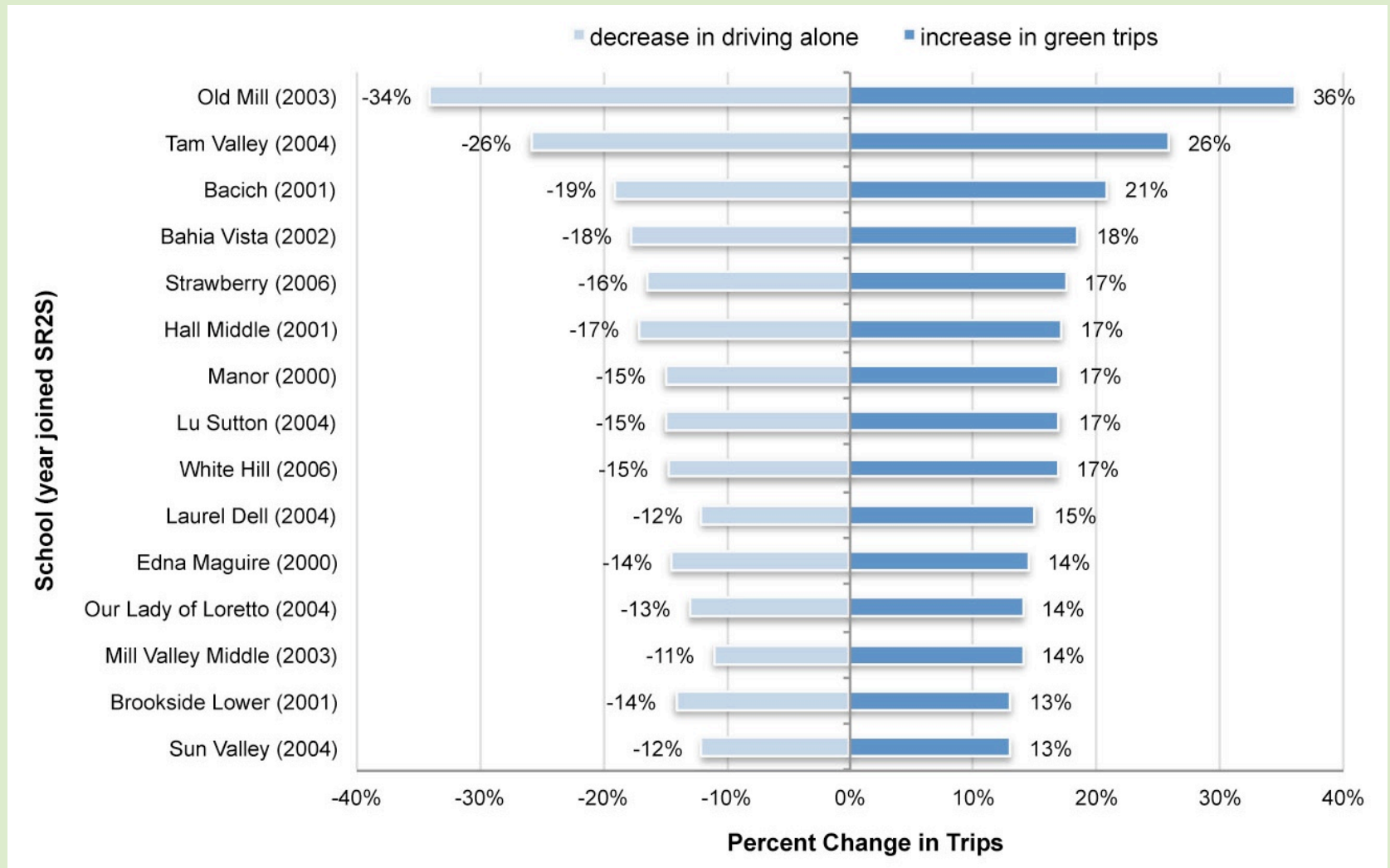


Number of SR2S & Non-SR2S Schools by Grade, 2011



Mode Shift Since SR2S Began

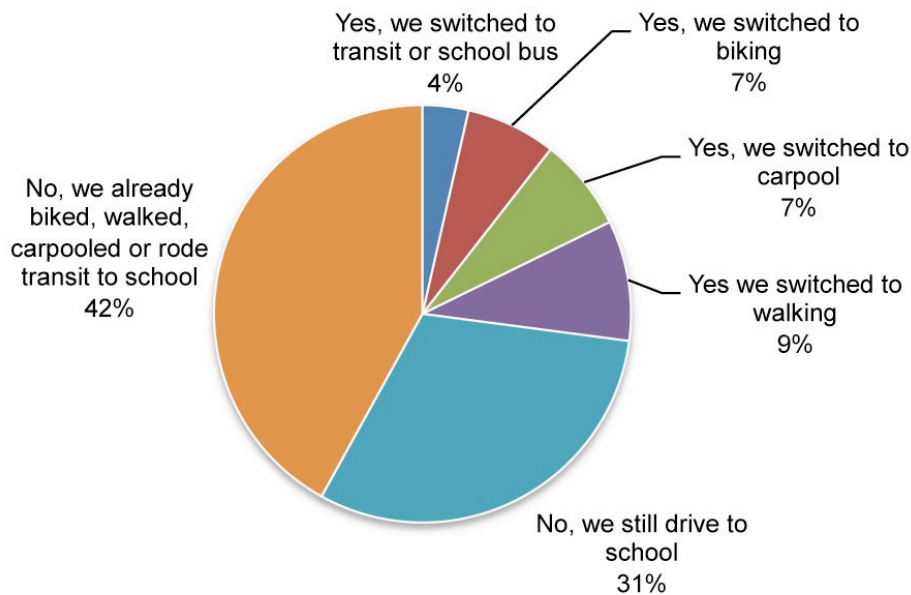
- 8% mode shift countywide
- 21 schools have exceeded the countywide average



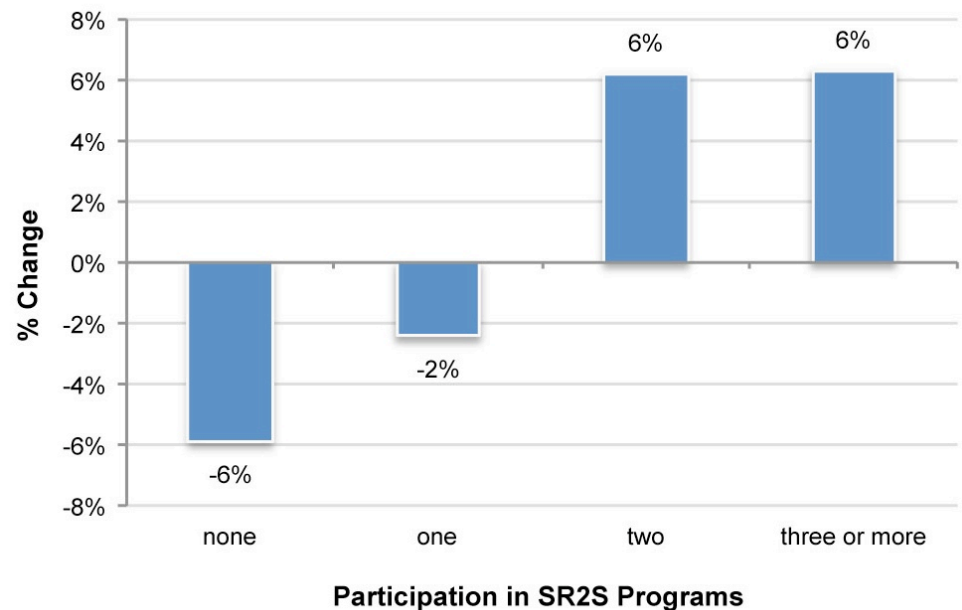
Influencing Change

- 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

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



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)

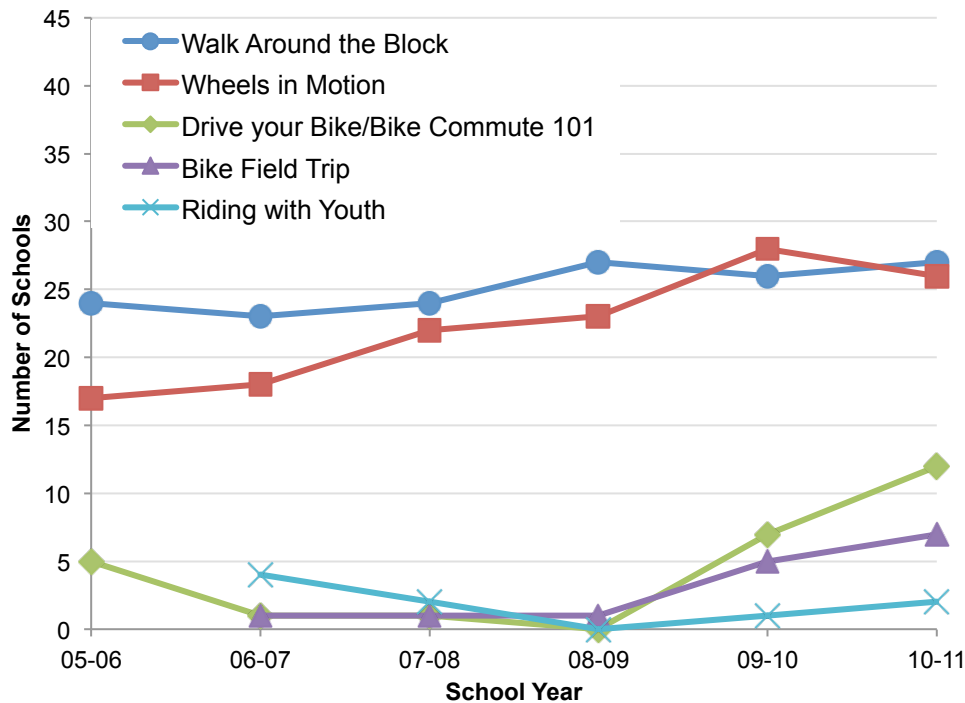
Educational Programs

- 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

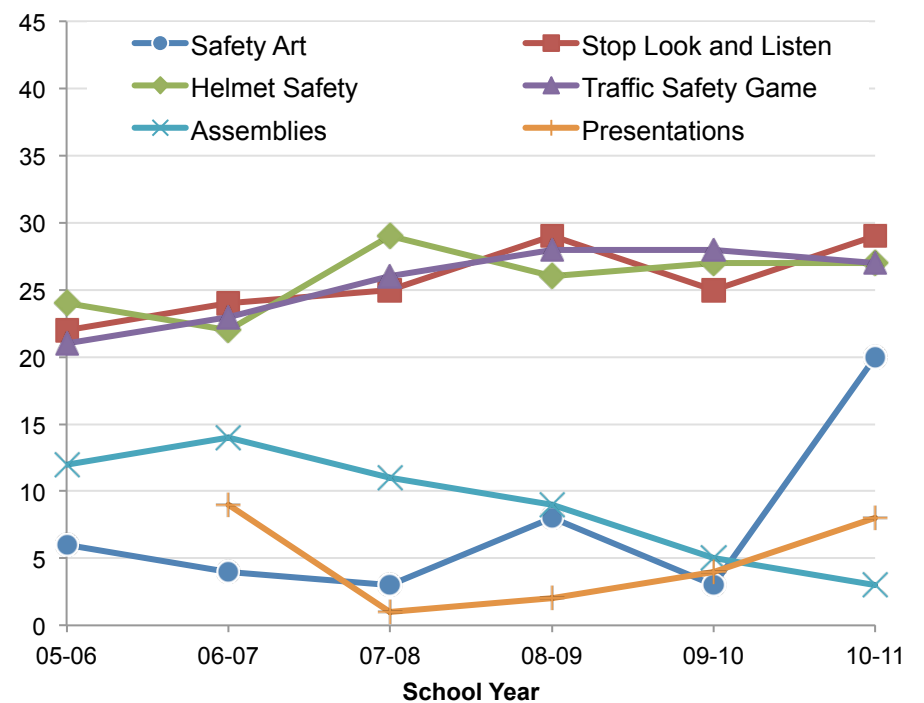
Education: Trends

- 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)



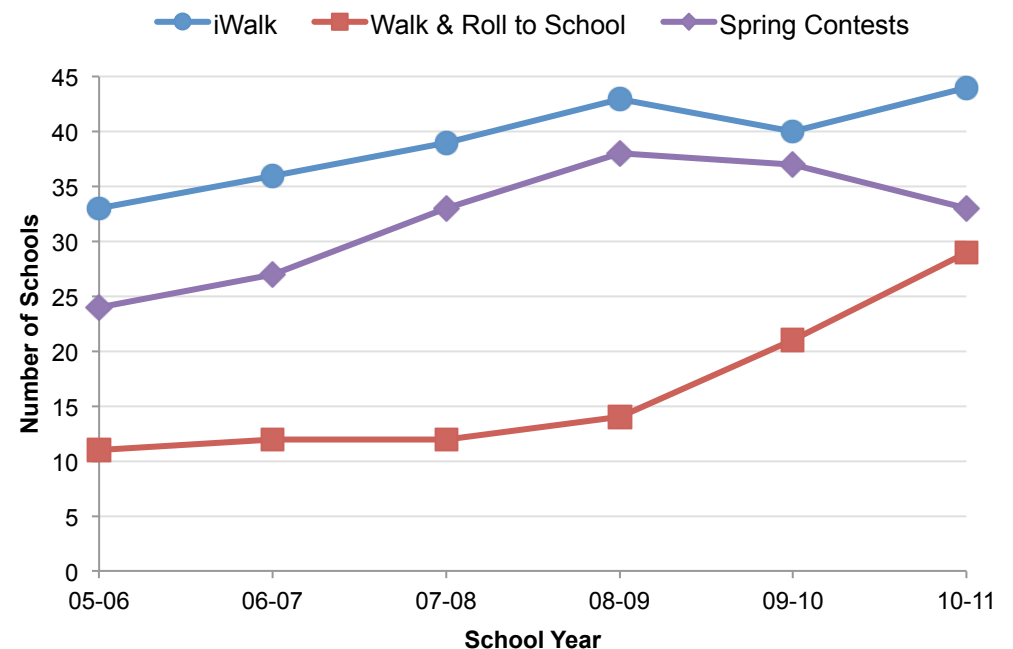
Number of Schools Participating in SR2S CLASSROOM Training (Fall 2005-Spring 2011)



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

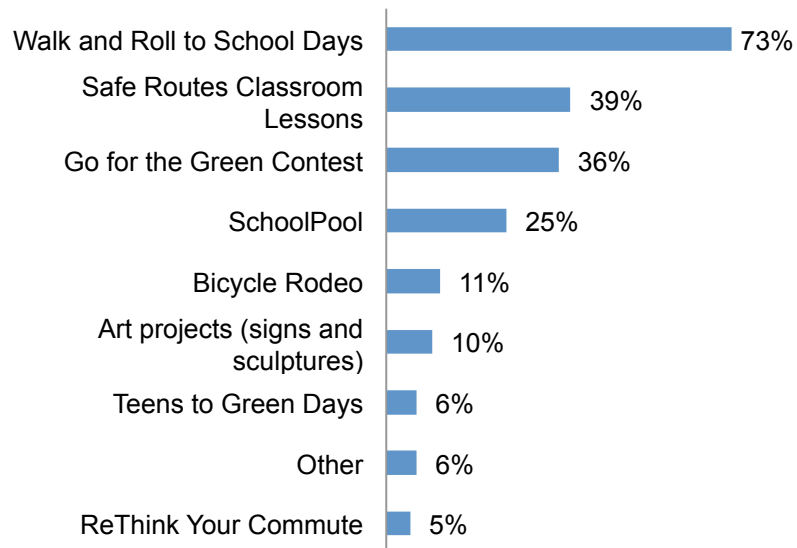
Number of Schools Participating in SR2S Encouragement Programs (Fall 2005-Spring 2011)



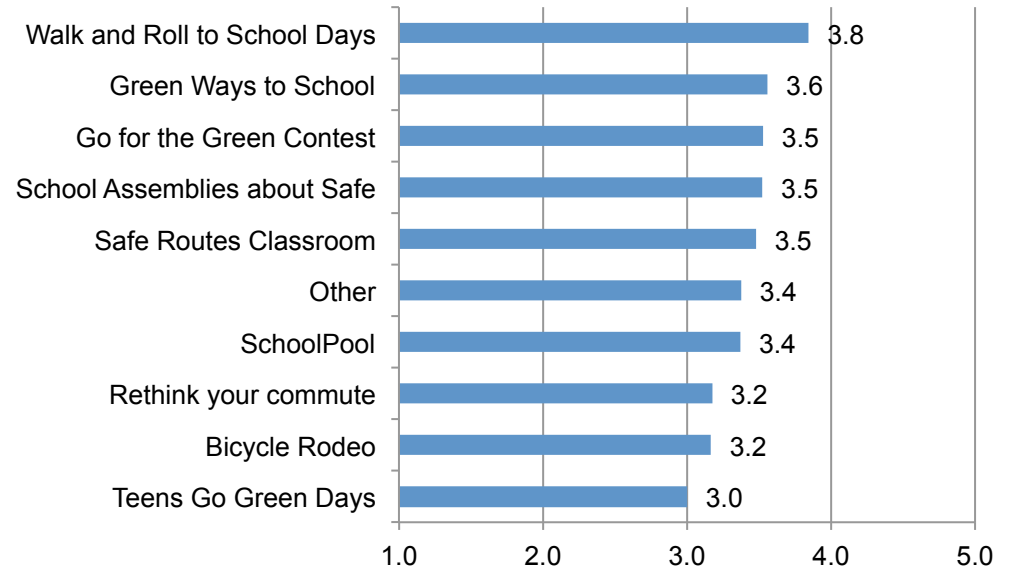
Encouragement: Trends

- 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?



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



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





SAFE ROUTES TO SCHOOLS MARIN COUNTY

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[Teens Go Green](#)

[Green Ways to School](#)

[Sidewalks & More](#)

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Get Rolling!

At Your School

Check out what is going on in Marin County Schools!

SchoolPoolMarin.org

Find others to walk, bike, carpool, or bus together.

Green Ways to School

Learn about our Green Ways to School Campaign.

Teens Go Green

Are you a teen who wants to help your school go green?

Library

Do you need curriculum or promotional materials? Find tools here.

Resources

Get help starting your own Safe Routes to Schools program with the help of national experts.

Safe Routes to Schools



Safe Commutes, Green Communities

Safe Routes to Schools programs are designed to decrease traffic and pollution and increase the health of children and the community. Safe Routes to Schools promotes walking and biking to school, using education and incentives to show how much fun it can be! The program addresses parents' safety concerns by educating children and the public, partnering with traffic law enforcement, and developing plans to create safer streets. Marin County pioneered the national Safe Routes to Schools program that has spread across the U.S.

Check us out on Facebook

News Highlights

[Mill Valley School District Passes SR2S Policy](#)

[New! 10 Year Evaluation Report](#)

[March Enewsletter](#)

[San Anselmo Safe Routes Projects](#)

[Davidson Bike Club](#)

[See news coverage of Iwalk](#)

[View the Photo Gallery](#)

[DONATE YOUR BIKES TO SR2S](#)



THE TRANSPORTATION AUTHORITY OF MARIN administers Safe Routes to School (SR2S) programs to promote ...

- walking, bicycling, taking transit, or carpooling to school
- planning safer walking and bicycling routes to schools
- funding the construction of safe pathways to school
- providing crossing guards at major intersections



SchoolPoolMarin.org



carpool / walk / bike / bus together

Welcome to SchoolPool Marin!

The SchoolPool Marin program helps families find others to carpool, walk, bike or take the bus together to or from school. You can help reduce traffic congestion and related greenhouse gases. The first 500 new SchoolPool sign-ups this year receive a free Peet's Beverage Coupon! It only takes a few minutes to register so start cooling the earth one trip at a time!

Reduce Traffic

Up to 26% of morning traffic consists of parents driving their children to school.



Request a SchoolPool Match

Register here to request a match list of other families who travel a similar route to or from school. The match lists provide contact information via e-mail when others register so you can discuss joining or forming a SchoolPool.

The first 500 families who register this year receive a free Peet's Beverage Coupon.

Click [here](#) for more details.



Take the Green Ways to School Pledge

Don't need a SchoolPool match list at this time?

You can still support your school and community by registering here to take the Green Ways to School Pledge. Those Schools with strong participation will receive recognition.

Please check back later for more details.



After School Activity TripShare

Need to coordinate sharing trips to other activities besides school like sports practices, games, classes, rehearsals and camps?

Register here to request match lists of other interested parents who transport their kids to the same activities to discuss travelling together.

Click [here](#) for more details.

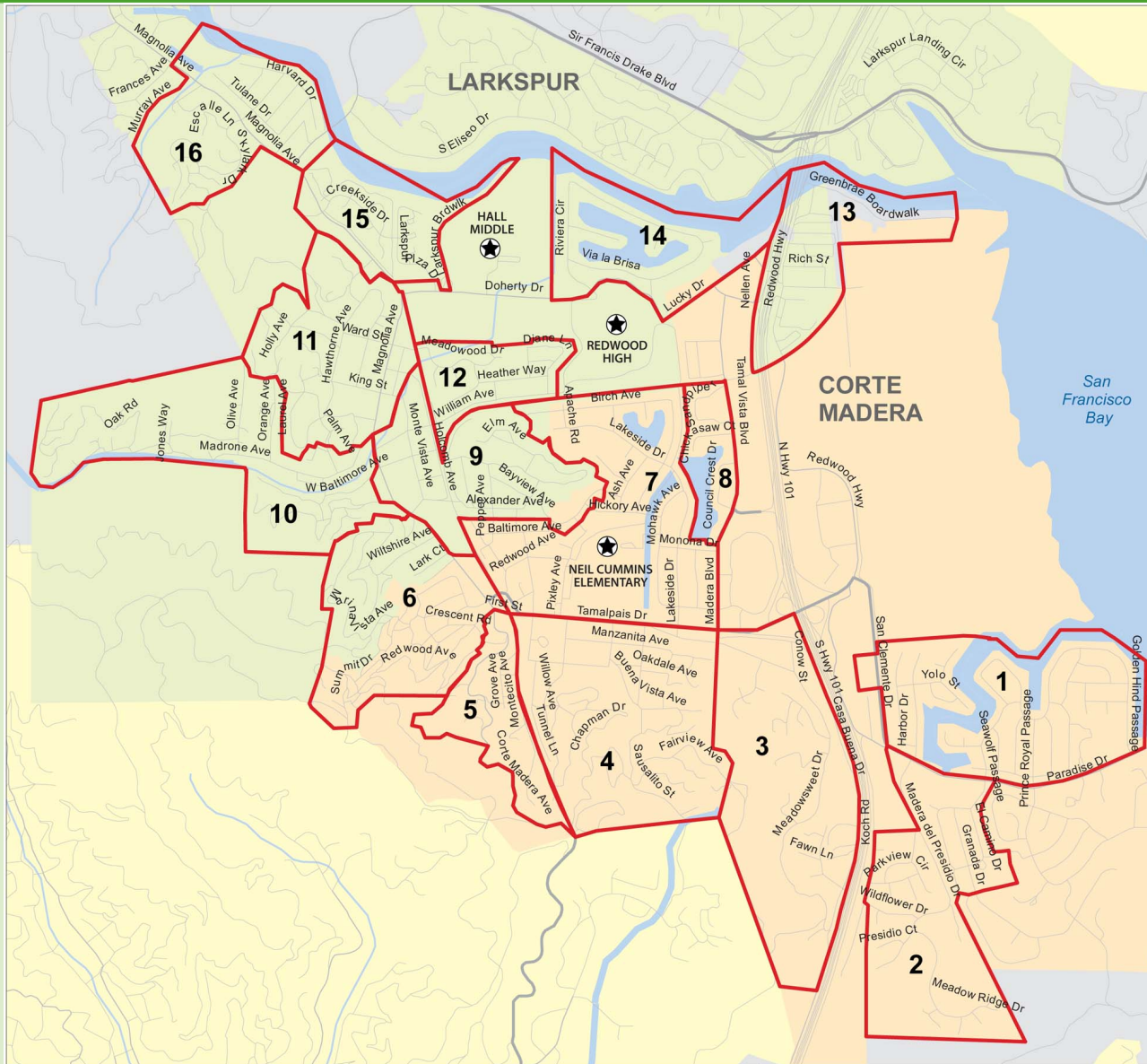


Parents and School Staff Join the Campaign

Now all parents/guardians and school employees can reduce their own car trips to and from work and support a school at the same time! Register here to find a carpool or bike buddy. You will be helping the school your child attends or that you work at in the Green Ways to School Challenge.



Neighborhood SchoolPool: Larkspur/Corte Madera



SchoolPool
Neighborhood Map
**LARKSPUR-CORTE
MADERA SCHOOL
DISTRICT**

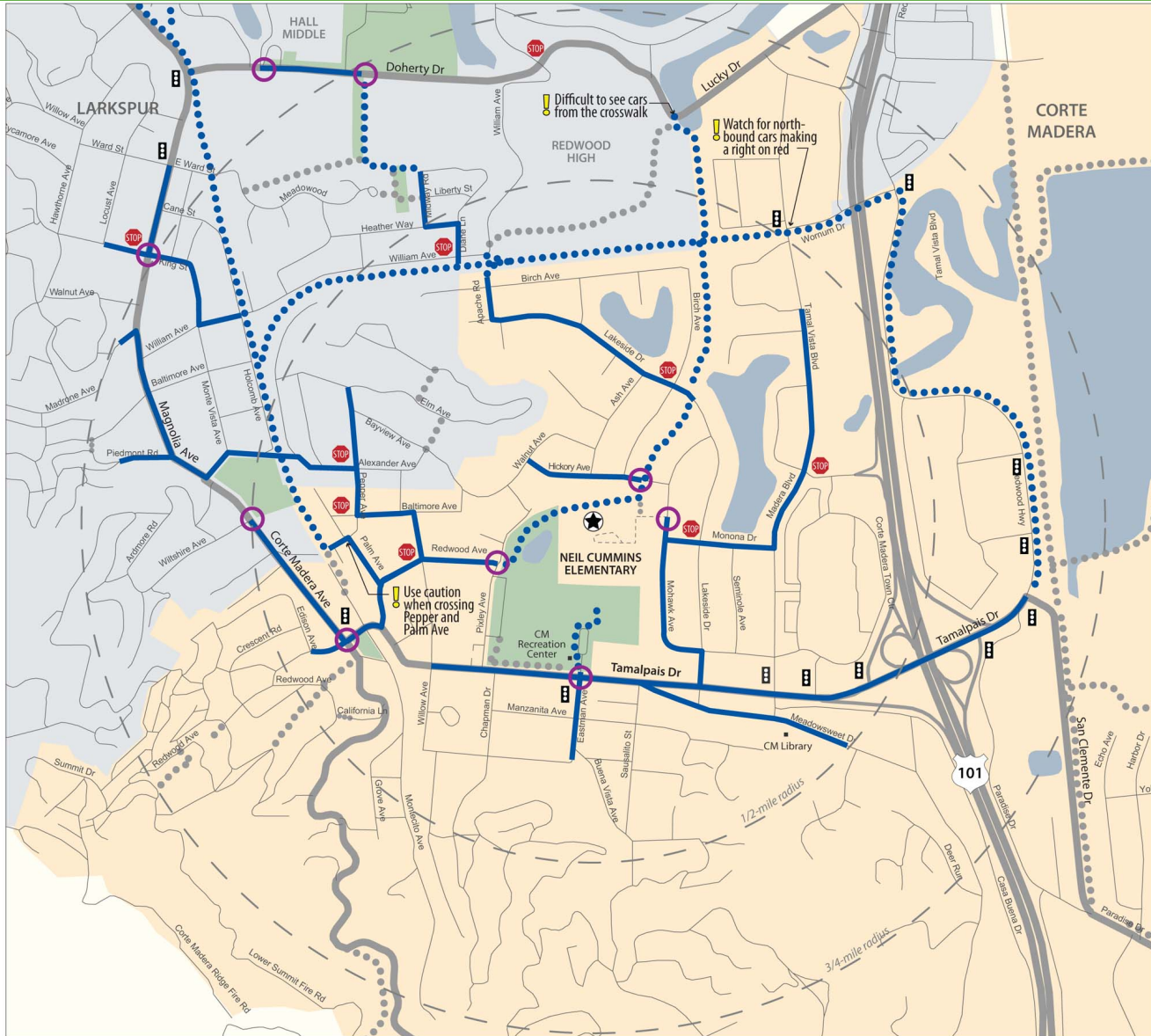
NEIGHBORHOODS

- 1 Mariner Cover East & West/Marina Village/San Clemente
- 2 Granada/Madera del Presidio
- 3 Meadowsweet
- 4 Chapman Park/Chapman Hill
- 5 Corte Madera Ave/Montecito
- 6 Christmas Tree Hill/Chey Chase
- 7 Pixley Tract/Madera Garden North & South
- 8 Madera Garden/Tamal Vista
- 9 Palm Hill/Baltimore Park
- 10 Baltimore Canyon/Madrone Canyon
- 11 Old Downtown Larkspur
- 12 Heather Garden/Meadowood
- 13 Greenbrae East
- 14 Lucky Drive/Larkspur Marina
- 15 Larkspur Boardwalk/Creekside/North Magnolia/Larkspur Plaza
- 16 Skylark/Hillview

DRAFT



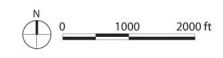
Neighborhood SchoolPool: Larkspur/Corte Madera



Recommended Routes To Schools **NEIL CUMMINS ELEMENTARY SCHOOL**

- LEGEND**
- Recommended Walking Route
 - Multiuse Trail
 - ⊠ Traffic Signal
 - STOP All-Way Stop
 - Crossing Guard
 - ⚠ Use Caution

DRAFT



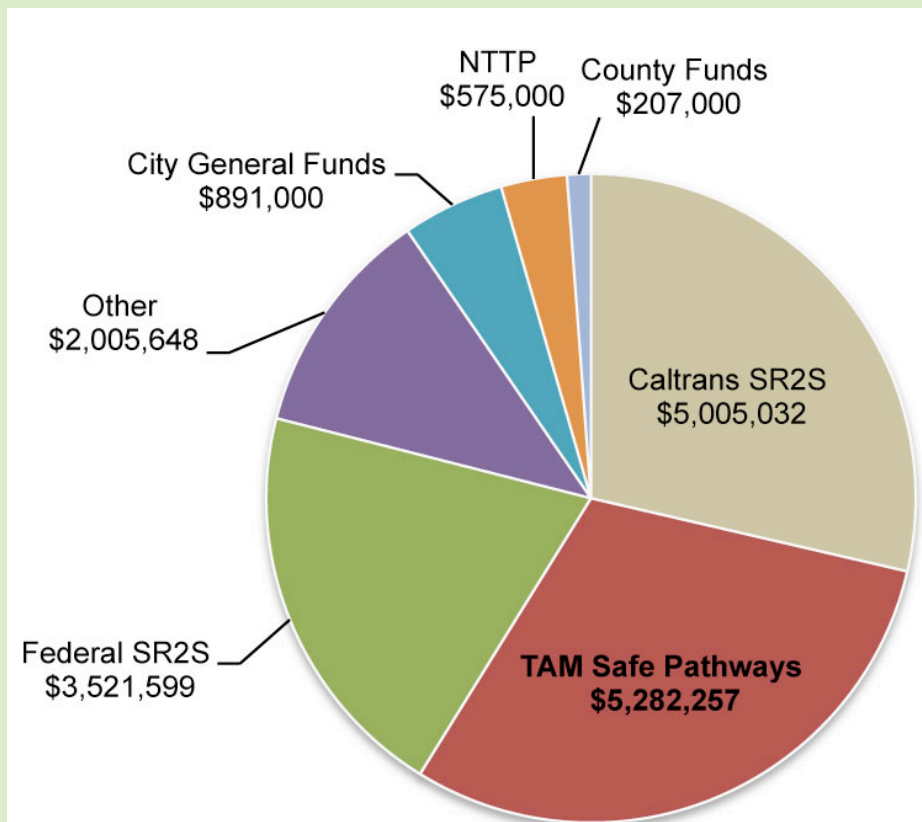
28 February 2012



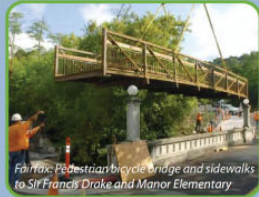
Safe Routes Infrastructure Projects in Marin

- 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)



Safe Routes Infrastructure Projects in Marin



Fairfax: Pedestrian bicycle bridge and sidewalks to Sir Francis Drake and Manor Elementary



San Rafael: Midblock crosswalk and curb extensions along Nova Albion Way serving Vallejo Elementary



Mill Valley: Multi-use path along Camino Alto serving Mill Valley Middle



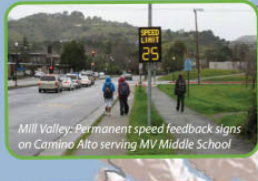
Ross: Shady Lane pedestrian pathway serving the Ross School



Novato: Curb extensions, signage, and high visibility crosswalks to San Ramon Elementary



Fairfax: High visibility crosswalk with flashing beacon...



Mill Valley: Permanent speed feedback signs on Camino Alto serving MV Middle School



San Anselmo: Bike lanes, sidewalk signage and striping on Butterfield Road to Upper and Lower Brookside Schools



Mill Valley: Curb extensions and high visibility crosswalks at Edna Maguire Elementary



Larkspur: Multi-use path at Heatherwood Park serving Hall Middle School



...and new sidewalk on Sir Francis Drake at Manor Drive serving Manor Elementary



Novato: Multi-use path along Vineyard Road serving Pleasant Valley Elementary



San Rafael: Raised crosswalk serving Bahia Vista School



Novato: "Complete Street" improvements on Olive Way serving Olive Elementary



Novato: "Complete Street" improvements on Olive Way serving Olive Elementary (After)



Corte Madera: Trail access improvements at Lakeside Drive serving Neil Cummins Elementary and other schools



Novato: Multi-use path along Vineyard Road serving Pleasant Valley Elementary (After)



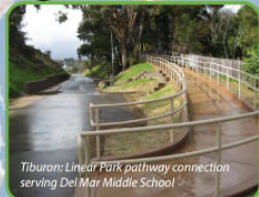
San Rafael: Raised crosswalk serving Bahia Vista School (After)



Fairfax: Buffered bike lane on Sir Francis Drake serving White Hill Middle School



Fairfax: Buffered bike lane on Sir Francis Drake serving White Hill Middle School (After)



Tiburon: Linear Park pathway connection serving Del Mar Middle School



School Directory

1. Bolinas-Stinson	26. Tam Valley	49. Brookside ES
2. Brandeis Hillel	27. Montessori di Terra Linda	50. Manor ES
3. Branson	28. Mount Tamalpais	51. Wade Thomas ES
4. Cascade Canyon	30. Hamilton ES	52. White Hill MS
5. Dixie School	31. Hill MS	53. Saint Hillary
6. Mary E. Silveira ES	32. Loma Verde ES	54. Saint Mark's
8. Vallejo ES	33. Lu Sutton ES	55. San Domenico
10. Bacich ES	34. Lynwood ES	56. Bahia Vista ES
11. Kent MS	35. Marin Oaks HS	57. Coleman ES
13. Hall MS	36. Novato HS	58. Davidson MS
14. Neil Cummins ES	37. Olive ES	59. Gallinas School
15. Marin Academy	38. Pleasant Valley ES	60. Glenwood ES
16. Marin Catholic	39. Rancho ES	61. Laurel Dell ES
17. Marin Country Day	40. San Jose MS	62. San Pedro S
18. Marin Horizon	41. San Marin HS	63. San Rafael HS
19. Marin Montessori	42. San Ramon ES	64. Sun Valley ES
20. Marin Primary & Middle	43. Sinaloa MS	65. Terra Linda HS
21. Edna Maguire ES	44. Bel Aire ES	66. Bayside ES
22. Mill Valley MS	45. Del Mar MS	67. Martin Luther King Jr. MS
23. Old Mill ES	46. Reed ES	68. Willow Creek ES
24. Park ES	47. Ring Mountain	71. West Marin School
25. Strawberry Point	48. Ross School	72. St. Isabella
		73. Redwood HS
		74. San Andreas HS
		75. Sir Francis Drake HS
		76. Tamalpais
		77. Tamiscal HS
		78. St. Patrick's
		80. St. Anselm's
		81. St. Rita
		82. Our Lady of Loretto
		83. Novato Charter
		84. Greenwood School
		85. Lycee Francais (San Clemente)

Wade Thomas Sidewalk Improvements



Lessons Learned



Lessons Learned

- Institutionalize the program
- Take a comprehensive approach
- Use community-based social marketing
- Train and support champions
- Get the kids excited
- Address barriers
- Have weekly walk and roll to school days

Lessons Learned

- Use environmental messages – they work
- Use human touch with SchoolPool
- Educate often and mix up programs
- Take kids on field trips
- Keep it fresh
- Take temperature of program
- Report back to schools

Questions?

