Evaluating MTC’s Regional SRTS Program
Are We There Yet? Better Evaluation For All

Behavior, Energy and Climate Change Conference
October 21, 2016
SRTS in the Bay Area

- 1998 – Marin SR2S established as federal pilot
- 2005 – Congress established national SRTS program
- 2006 – Alameda County SR2S began as Caltrans pilot
- 2009 – San Francisco SRTS began
- 2010 – MTC established Regional SRTS program under Climate Initiatives Program
- 2012 – MAP-21 ended dedicated federal funding for SRTS; Caltrans established ATP with SRTS set-aside; MTC continued funding Regional SRTS program
Local SRTS Programs in the Bay Area
Regional SRTS Program Evaluation

Goals

1. Evaluate GHG emissions impacts of the Regional SRTS Program

2. Identify key successes and findings from RSRTS-funded programs
Data Collection:
Project Timeline

Baseline (2011-2013) & Follow up (2013-2014)

2011
- Spring: Design Evaluation Methodology
- Summer: Collect Baseline Data: Parent Survey & Student Hand Tally

2012
- Spring: Historic Data Collection & Baseline Data Tabulation

2013
- Spring: Collect Post Data: Parent Survey & Student Hand Tally
- Summer: Post Program Data Tabulation
- Fall: Evaluation Report

2014
- Winter: Evaluation Report
Data Collected Region-wide

**Parent Surveys**
- 23,000 Surveys
- 107 Schools
- 5 Counties

**Student Hand Tallies**
- 1,000,000+ Trips
- 330 Schools
- 8 Counties
Results:
Mode Split

CURRENT MODE SPLIT

- 6% Transit/School Bus
- 9% Carpool
- 55% Family Vehicle
- 23% Walk
- 4% Bike
- 2% Other

‘Follow Up’ Mode Split*
Results:
SRTS Increases Walking & Biking

+3% Walking rate
+14% Biking rate
-2% Use of family vehicle

Statistically significant to 95% confidence interval

MODE SHIFT

Baseline
Follow-Up

Walk  Bike  Family Car  Carpool  Bus (School & Transit)  Other
Results:
Emissions Impacts

10.7% Reduction in greenhouse gas emissions

On average, trips 1 mile or less from school saw a reduction in greenhouse gas emissions.

SRTS at all schools could reduce as much as 1,900 tons of greenhouse gas emissions from transportation due to school trips. That’s the weight of 4.2 jumbo jets.*
Lessons Learned:

Impacts change over time

In the **first two years** of offering SRTS programs, schools show a **31% increase** in active modes (walking, biking, and other), with an average of **13% increase thereafter**.
Lessons Learned:
Most effective programs

Activities that resulted in
INCREASING ACTIVE TRANSPORTATION:

FREQUENT WALK AND ROLL programs
WALKING SCHOOL BUSES
BIKE TRAIN programs
Next Steps

• Support ongoing coordination
• Continue grants that leverage local programs
• Promote county-level administration
• Provide technical assistance for evaluation
Questions?

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