



DATE: September 27, 2018

TO: Transportation Authority of Marin Board of Commissioners

FROM: Dianne Steinhauser, Executive Director
Derek McGill, Planning Manager

SUBJECT: Receive Safe Routes to Schools Program Update (Discussion), Agenda Item No. 7

RECOMMENDATION

This item is for discussion only.

BACKGROUND

The Safe Routes to Schools Program of the Transportation Authority of Marin (TAM) is an education and incentive program that encourages children and parents to walk and bicycle to school. Safe Routes to Schools programs are designed to decrease traffic and pollution and increase the health of children and the community. The program addresses parents' safety concerns by educating children, parents and schools, as well as the public, partnering with traffic law enforcement, and developing plans to create safer streets. The program provides crossing guards to assure safe passage across local streets and roads on the routes to schools. Marin County pioneered the national Safe Routes to Schools program that has spread across the U.S. Marin's program has served as a model for many counties around the Bay Area and around the state and nation.

In August 2000, the National Highway Traffic Safety Administration funded the Marin County Bicycle Coalition and Walk Boston in Arlington Massachusetts, to develop a national model Safe Routes to Schools program. In November 2004, the voters of Marin passed a ½-cent, 20-year transportation sales tax, which dedicates 11% of funds raised to Safe Routes to Schools: education and encouragement programs; a crossing guard program that provides professional adult supervision at busy crosswalks near schools; and Safe Pathways infrastructure projects near schools, such as sidewalks, street crossings, and bike lanes.

DISCUSSION / ANALYSIS

In June of this year, the TAM Board of Commissioners approved a 3-year contract with Parisi Transportation Consulting continuing an expanded scope of work first approved in 2017 that provides funding for education and outreach programs from current year revenues from Measure A transportation sales tax funds, and funding from accumulated carryover funds. The approved scope of work will maintain the program at over 58 schools with 22,000 students participating. The program has matured over the last five-year contract period and the program will continue a regular system of monitoring, evaluation, and reporting. The program continues Street Smarts, Teen Clubs, Suggested Route Maps, and the excellent educational and encouragement programs TAM provides in over 60 schools in Marin.

The Safe Routes team will present an update at the board meeting describing work activities proposed for this year. These activities include the following items:

- Coordination with local task forces,
- Development of Route Maps and promotion of schoolpoolmarin.org,
- Expanded Street Smarts efforts,
- Updates to education and encouragement programs including share the road campaigns and Park and walk programs,
- And an update on bilingual program offerings.

FISCAL CONSIDERATION

N/A

ATTACHMENTS

N/A