

# Personal Travel Planning/Way to Go!

Project Number: INC-3



## LOCATION

Four targeted communities in Sausalito, Novato, Larkspur/Greenbrae, and San Rafael.

## COST

\$320,000

## COMPLETION DATE

Fall 2010

## PROJECT DESCRIPTION

Personal Travel Planning (PTP) programs use an individualized marketing approach to encourage residents to shift from drive-alone trips to healthier trips on foot, by bike, or on transit. Similar programs in other communities have shown a lasting 9 to 13 percent reduction in drive-alone trips. *Way to Go!* is Marin's Personal Travel Planning program, which is based on the award-winning SmartTrips program pioneered by the City of Portland, Oregon. The *Way to Go!* program was rated as the highest priority education and outreach program for the Nonmotorized Transportation Pilot Program.

## STATUS

The Sausalito *Way to Go!* program wrapped up in 2008. The 2009 programs in Novato and Greenbrae/Larkspur have kicked off. In 2010, *Way to Go!* will be hosted to San Rafael.

The goal of the *Way to Go!* program is to reduce drive-alone trips while increasing walking, bicycling, transit and carpool trips. The program also increases resident health and safety by increasing physical activity and promoting community interaction.

*Way to Go!* is a cooperative effort between Marin County, the City of Sausalito, Golden Gate Transit, Marin Transit, the Chamber of Commerce, and numerous other community partners.



Way to Go! participants may order materials like this local walking map, created especially for the program

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The *Way to Go!* program invites residents of the target areas to order a customized information packet containing an event calendar, walking maps, a bicycling guide, and numerous transit maps and schedules. Customized packets are assembled and delivered to residents at their home, along with an incentive gift of their choice.

In addition to the customized information packet, *Way to Go!* also hosts numerous community activities such as group walks, guided bicycle rides, and classes and workshops. Program staff will appear at community events and visit community groups to answer questions about walking, bicycling, and transit use.

The *Way to Go!* project website can be found at: <http://walkbikemarin.org/waytogo/>

Revision Date: 02/09



Sausalito's hills and hidden staircases made for great guided walks as part of the *Way to Go!* Sausalito program.



Residents, staff, and supporters celebrate the kick-off of the *Way to Go* Sausalito program.