

Personal Travel Planning/Way to Go!

Project Number: INC-3

X PROJECT COMPLETED: October 2010



LOCATION

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

COST

\$320,000

COMPLETION DATE

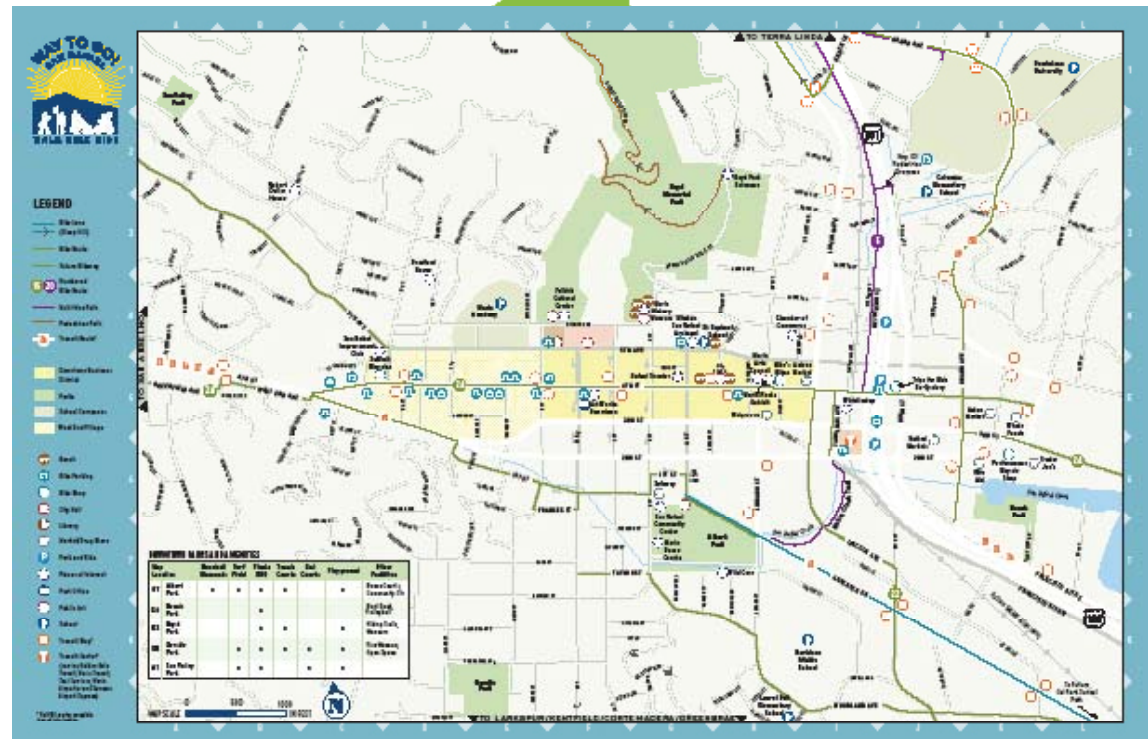
October 2010

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 reductions in drive-alone trips. *Way to Go!* was Marin's Personal Travel Planning program, which was based on the award-winning SmartTrips program pioneered by the City of Portland, Oregon. The Marin PTP program was rated as the highest priority education and outreach program for the Nonmotorized Transportation Pilot Program.

The *Way to Go* program emulated other successful personal travel planning programs which focus efforts on all households in a selected area and provide intensive outreach over a four-month period. Funding through the NTPP allowed implementation of the *Way to Go* program in four communities, each being done over one summer between 2008 and 2010.

Way to Go targeted modal shift of home-based trips with a mix of customized information, attractive and clear communication, and appealing events and classes. *Way to Go* was time limited, geographically targeted, and focused resources on opt-in participants in order to maximize efficiency and effectiveness. Elements of the program included:



Way to Go! participants could order materials like this local San Rafael Walk-Bike-Ride map, created especially for the program

Contact: Carey Lando, Marin County Department of Public Works, clando@marincounty.org or 415. 473. 5078.

- ☒ Communications and marketing (including newsletters, media outreach, website, and business outreach)
- ☒ Materials production and delivery (including maps and brochures)
- ☒ Development and delivery of classes and events (such as guided walks and bike rides)
- ☒ Coordination with existing events, such as Jazz by the Bay, and with existing agencies (e.g. parks and transit agencies).
- ☒ Evaluation activities to measure mode shift and resident satisfaction.

How Did Way to Go! Work?

For the target area, order forms were sent to every household explaining the program and offering maps, brochures and other information. For those interested in the program, a no-fee, customized information packet was prepared and delivered to the resident. Depending on the mode selected by the participant, the packet might contain detailed transit schedules, maps of biking or walking routes, other information resources to facilitate their transition to their alternative mode of choice, and incentive and inspirational items. A hotline and email contact provided answers and information while guided walks and rides created a supportive and informal way for residents to try walking and biking. Regular newsletters and other program communications reinforced the message that walking, biking and transit are great choices for residents.

How Were the Communities Selected?

WalkBikeMarin used the census tract as the basis for selecting the target communities as the size of a census tract correlates closely with that of a personal travel planning target area and there is substantial data available at the census tract level to rank and prioritize each tract. Marin census tracts were analyzed for criteria that positively influence the outcome of personal travel planning programs, primarily residential density, existing transit availability and usage, density of resident-serving commercial uses, and existing rates of bicycling and walking. From this analysis, four communities were selected for funding from the program:



Novato's rich history and knowledgeable local docents made for a great guided walk through the historic district as part of *Way to Go!* Novato program in 2009.



Residents, staff, and supporters celebrate the kick-off of the *Way to Go!* Sausalito program in 2008.

1. Census Tract 130200
Sausalito/Waldo Point Harbor - 7,770 households
2. Census Tract 10900
Central San Rafael - 7,778 households
3. Census Tract 111000
Central Novato - 9,981 households
4. Census Tract 119200
Greenbrae/Larkspur - 5,528 households

Way to Go! was implemented first in Sausalito, over the summer of 2008, with implementation in central Novato and Larkspur/Greenbrae in 2009, and downtown San Rafael/Gerstle Park in 2010. The average program cost per each participating household was about \$25 and included development and distribution of materials, surveys, initial contacts, organization of events, staffing, and follow-up.

14,450 households were reached during the three years of the program of which 2,170 households participated, an approximately 15% participation rate and commensurate with participation rates in other communities where this program has been deployed. Additionally, participant surveys were conducted in the 2008 (Sausalito) and 2010 (San Rafael) communities to evaluate effectiveness of the program. Results showed a reduction in driving trips of 2.4% and 4.0%, respectively, and an increase in walking and bicycling trips by 1.3% and 2.0%.

Reductions in household Vehicle Miles Traveled (VMT) also occurred, resulting in 9,850 fewer total miles driven daily by participating households in Sausalito and 1,450 miles in San Rafael. These result in a reduction in annual carbon emissions of 1,463 tons and 215 tons, respectively.

The program concluded in October, 2010 but it could be offered in other interested communities should funding source be identified. More information on the program and its outcomes is available in: *Way to Go! Marin: Final Program Report and Evaluation, 2008-2010*. Visit http://www.walkbikemarin.org/documents/WTG/Way_To_Go_Final_Report.pdf

Revised February, 2012



Way to Go!
Larkspur launch, 2009.



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