Way to Go! Marin
Program Overview

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Marin County
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Ped/Bike Counts

![Bar chart showing Pedestrian and Bicycle counts from 2007 to 2010.]

- **Pedestrian Count**:
  - 2007: 2400
  - 2008: 2200
  - 2009: 2500
  - 2010: 4500

- **Bicycle Count**:
  - 2007: 900
  - 2008: 900
  - 2009: 900
  - 2010: 2100
Background

- Part of Nonmotorized Transportation Pilot Program; one of many programs & projects

- Based on Portland SmartTrips model

- 3-year program
  - Sausalito (2008)
  - Larkspur/Greenbrae & Novato (2009)
  - San Rafael (2010)

- Reached 14,452 households

- 15% participation rate

Agency partnership
Way to Go - Strategy

- Creating choice riders
- Positive peer pressure
- Upscale branding
- Trips to and within towns
- Discretionary trips
- Localize program
- Support infrastructure investments
Communications

- 3 Newsletters + 2 Reminder Postcards
- Webpage
- Email list
- Community Postings
  - City and other local online calendars
  - Flyers
  - E-Newsletters
  - Local publications
- Tabling Events
- Social Media
  - Facebook
  - Twitter
Packet Deliveries

- **Orders for Go Kits**
  - 56% online
  - 28% by mail

- 15% **return rate**

- **Delivered by bike**
Evaluation

• Drop in discretionary auto trips
• Increase in discretionary walk/bike trips
• Sausalito:
  – Particularly effective for leisure and fitness: 7.5% decrease in auto trips
• San Rafael:
  – Particularly effective for shopping & errands: 11.5% decrease in auto trips
• Nearly 2/3 report being motivated to walk, bike, and take transit more
• Bike/walk counts in WTG communities: +176% over 3 years
Other programs

North Carolina
• Drive-alone mode share down 5.1%
• Target area residents reporting that they walk, bicycle, or take public transit regularly increased by more than 16%

Kirkland, WA
• Participation rate: 8% (not yet done)
• Over 87,000 driving trips avoided
Quiz!
Questions?

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