

Novato Unified School District

Safe Routes to School Task Force Meeting Notes

Wednesday, September 11

5:00 PM – 6:30 PM

Participants

- Leslie Benjamin – NUSD Director of Communications & Engagement
- Lisa Clarke – Sustainable Marin Schools Executive Director
- Gwen Froh – SR2S/MCBC
- Pat Eklund – Novato City Council
- Diane Gasson – NUSD Board Member, Novato HS parent
- Matthew Hartzell – WTB-TAM
- David Hoffman – SR2S/Parametrix
- Wendi Kallins – SR2S
- Manijeh Larizadeh – Novato Public Works Engineering
- Monica Leifer – SR2S
- John Matern – Sinaloa Assistant Principal
- Alejandro Reyes – Sinaloa teacher, SR2S volunteer, parent
- Gretchen Schubeck – Sustainability Coordinator, City of Novato
- Ed Schulze – CSPOC, volunteer
- Jen Shriber – SR2S/Parametrix
- Casey Ward – CSPOC, San Ramon parent
- Gosia Woodfin – City of Novato Public Works Engineering

Safe Pathways Projects (Gosia Woodfin)

TAM is issuing a call for Safe Pathways projects at the end of the month. Large projects will be funded up to \$450,000, and small projects will receive funding up to \$75,000. Safe Pathways funds construction projects but can also include funding for design. Gosia presented some projects for which the City will apply for funding.

Sutro Avenue Sidewalk Gap Closure

The City is planning a large sidewalk gap closure project on Sutro near Pleasant Valley Elementary School. This will add almost 600 feet of sidewalk on the south side of the street between Center and Anthony Court. The project includes curbs, gutters, and crossings; no right-of-way would need to be acquired. It would require removal and replacement of a few non-heritage trees as well as partial removal and replacement of several driveways. This area serves Sinaloa Elementary School and San Marin High School in addition to Pleasant Valley Elementary School.

Intersection Quick-Build Traffic Calming

This project will implement quick-build traffic calming measures at various intersections: Bolling/Randolph, Center/Tamalpais, Arthur/Cambridge, Arthur/Taft, Sutro/Dominic, Olive/Chase (WB only), and Diablo/Hotchkiss. Improvements include paint and vertical



features, including bulb-outs and high visibility crossings.

Ed noted that students cross Arthur Street at Indian Valley, but there is currently no crosswalk. This can be brought up at the next CSPOC meeting.

Street Smarts Communications (Jen Shriber & Wendi Kallins)

Jen Shriber gave an overview of Street Smarts, an annual safe behavior education campaign that is part of the SR2S program. It features messages to educate the public on safe behaviors for drivers, pedestrians, and bicyclists. The campaign features banners that will be displayed around the County, yard signs, and a social media component. This year's campaign will run from September 23 to November 15. For more information, visit the Street Smarts website at <http://streetsmartsmarin.org>.

Novato residents can pick up yard signs from the Administrative Office at 922 Machin Ave. starting the week of September 23. More information will be made available on the Street Smarts website.

Wendi Kallins explained that people can also help share the message through social media. The Street Smarts website features a [Social Media tab](#) with newsletter templates, graphics, and email signatures that can be downloaded and shared. Wendi will also share a 'tip of the month' starting in October to keep the messages circulating outside the campaign dates. Task force participants offered to share the messages through the School District, County, and individual school sites.

Education & Encouragement (Gwen Froh)

Fall Programming

Gwen Froh discussed the latest updates around SR2S education and encouragement. The program has developed a video, PowerPoint presentation, and other information for back-to-school nights encouraging parents to walk, roll, and carpool with their students. The Buddy Up contest is currently live, and people can nominate students until November 15. Fall events include Walk & Roll Wednesday, International Walk & Roll to School Day, and Ruby Bridges Day. SR2S has a Vitamin D theme for the year, encouraging students and families to reap the health benefits of active transportation to school.

Looking ahead to the spring, SR2S will run a carpool campaign December through February, when rainy weather can discourage walking and biking. There will also be a celebration in the spring as SR2S turns 25.

Monica provided an update of recent events held at several elementary schools, including Olive and San Ramon. These events went well and had good participation by students.

SR2S is currently looking for parent volunteers for Lu Sutton, Rancho, and Hamilton. SR2S's Youth Leading Active Communities (YLAC) program is in these schools and could work with students to help host events. Task force members discussed the best way to make inroads at Hamilton. Gwen is following up with the new principal, who



seemed receptive to SR2S. Lisa noted that four new Sustainable Marin fellows are fluent in Spanish and could be helpful. The ELAC group meets with the PTA, and this could be a good opportunity to meet with a lot of parents at the same time. SR2S can coordinate with the Hamilton PTA president about this.

E-Bike Registration

Gwen noted that Sinaloa has a successful e-bike registration process.

Suggested Route Maps (David Hoffman)

SR2S held a workshop last year to map routes for most of Novato's elementary schools. While no workshop attendees were from Hamilton, the YLAC program worked with students there to develop a map. David reviewed the preliminary maps, which will also be reviewed in more detail at next week's school transportation working group meeting.

Park and walk locations can be shown on the maps; however, permission must be obtained from private park and walk locations before they can be included on the map. The City can help with this.

David also presented overlay maps, an internal tool currently in development. These maps include suggested routes, collision, issue, and other data and can be used to prioritize locations for improvements. SR2S will coordinate with the Public Works department once the tools have been developed.

Other Items

Diane received 33 helmets from Mike's Bikes and Eric Lucan at the end of the year. She will coordinate with Gwen about distribution.

Next Steps

- CSPOC will follow up on the Arthur/Indian Valley intersection and report back at the next task force meeting
- Wendi will reach out to contacts about Street Smarts social media messaging
- David will correct typos and update the suggested route maps with 'Novato Unified School District'
- Wendi and the working group will review the suggested route to school maps
- SR2S will coordinate with Gretchen and the City to get permission from private park and walk locations for inclusion in the suggested route maps
- SR2S will coordinate with the Hamilton PTA president about attending ELAC/PTA meetings
- Diane and Gwen will coordinate on bike helmet distribution

Next Meeting Date



- January 29 at 5 PM

