

# Ross Valley School District

## Safe Routes to School Task Force Meeting Notes

Friday, September 13

10:00 AM – 11:30 AM

[VIEW RECORDING - 84 mins \(No highlights\)](#)

### Participants

- Heather Abrams – Fairfax Town Manager
- John Baker – White Hill Co-Principal
- Erick Betancourt – SR2S parent volunteer
- Lisel Blash – Fairfax Town Council
- Jason Cardillo – Wade Thomas parent volunteer
- Lee Carter – Fairfax PD
- Bridget Clark – San Anselmo BPAC
- Chance Cutrano – Fairfax Town Council
- Pat Echols - Parametrix
- Gwen Froh – SR2S/MCBC
- Josh Goldberger – Brookside parent/volunteer
- Matthew Hartzel – WTB-TAM
- Jonathan Judge – Fairfax PD
- Wendi Kallins – SR2S
- Zach Koblick de Leon – Aide to Supervisor Katie Rice, Hidden Valley parent
- Tarrell Kullaway – MCBC, San Anselmo Vice Mayor
- Michael Mason - Resident
- Des McKissock – Ross Valley School District
- Mira Schwartz – SR2S/MCBC
- Scott Schneider – San Anselmo DPW
- Jen Shriber – SR2S/Parametrix
- Lara Starr – Brookside neighbor
- Nick Stielau – Hidden Valley parent/resident
- Loren Umbertis – Fairfax DPW

### Safe Pathways Projects

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.

#### *San Anselmo (Scott Schneider)*

San Anselmo plans to submit for two large projects closing sidewalk gaps on Butterfield Road. The segment from Sir Francis Drake to Rosemont is the highest priority, followed by the gap north of Rosemont to the Town limits. A small project would seek funding to do spot sidewalk infills at several locations where needed.



*Fairfax (Loren Umbertis)*

Fairfax is planning to apply for funding for improvements at Glen Drive and Sir Francis Drake Boulevard. Improvements under consideration include advance warning lights at the crosswalk or a traffic signal. Improvements will need to be vetted with the community. Another project would implement improvements at Marinda and Sir Francis Drake Boulevard. A small project application will seek funding to refresh the Bike Spine's bike route street markings.

Loren also presented other anticipated work in the Town, including:

- Updating the bicycle and pedestrian master plan and re-establishing the Town's BPAC
- Designing an ADA path from Broadway to Sir Francis Drake and traffic calming near Fairfax Lumber
- Seeking a 'yes' vote on an \$18 million bond measure with a current plan to improve Sir Francis Drake, Bolinas, Broadway, and Center.

The Town also has plans to improve the bike lanes to White Hill; these are currently being developed as concepts.

*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>.

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.

Wendi will follow up with contacts to share Street Smarts messaging:

- Kelly Warner (San Anselmo)
- Heather Abrams
- Wade Thomas and Manor administrative staff
- Josh Goldberger (Brookside parent social media)
- Nick Stielau (Sleepy Hollow Homeowners Association)

- Bridget Clark (Falcon Foundation)
- Tarrell Kullaway (MCBC team for newsletter)
- Erick Betancourt (Manor)

## Education & Encouragement

### *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. Gwen noted that the bike train would be a good candidate for this award. 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.

Wade Thomas's latest event was very popular, and a decrease in cars was noted during drop-off time. About 175 of the school's approximately 250 students participated. Support has been seen from new families coming from the San Francisco Road, who are predisposed to riding bikes. Brookside also had high enthusiasm from students for the recent event.

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.

### *E-Bike Registration*

John described the e-bike registration system at White Hill. This policy is being implemented and has been communicated to the community over the last few weeks. Students are required to register their e-bikes, and illegal bikes are not allowed on campus. Registration includes a pledge that parents and students sign that includes navigating streets safely and wearing a helmet. Additionally, students must attend a free virtual CHP education course and parents are encouraged to attend.

John noted that some parents are frustrated with the requirements given that stores are selling illegal bikes, and some parents have already purchased them for their students. Some students are parking their bikes off-campus; the school needs to strategize more about this, but it is legal for students to park bikes off-campus.

The police do extra patrols every day, and one officer is usually by the school every day. The focus is on education and safety; officers talk to students and contact parents as necessary.

John noted that Wade Thomas messages to parent community regarding e-bikes requirements. The next step will be talking to elementary school communities to spread awareness early.



Tarrell noted that in San Anselmo, the Town will likely write a letter to the DA urging them to investigate fraud at shops selling illegal e-bikes. This has already been done in either Larkspur or Corte Madera. If fraud is found, she would expect some compensation for parents who purchased the bikes, although it may be a long process. Tarrell shared [information on this letter](#). She also noted that Bob Middlestadt is looking for a family that wants to sue and would handle the case pro bono.

There is also a law – SB 1271 – currently working its way through Sacramento that is likely to pass and would make the manufacture or sale of these out-of-class vehicles illegal in California. Chief Norton noted that he will cite owners of shops selling these once the new law comes into effect, likely in 2026.

## New Issues

### *Brookmead Place Walkway*

Lara Starr noted that there used to be poles and chains visually setting aside the walking area on the hill approaching Brookside Elementary School. These were recently replaced with a berm, raising the concern that the walking area will be ignored as many people currently walk in the street. Drivers can't see downhill when they are at the top, raising concerns about safety. Scott noted that, following complaints about the poles and chain, short-term repairs replaced the poles with the berm and added reflectors for visibility. The Town is looking into signage directing pedestrians to use the path from the crosswalks at either end. The long range plan is to replace the berm with sidewalks.

### *Crossing Flags at Butterfield/Meadowcroft/Rutherford*

A task force member asked if the crossing flags were going to be reinstated. Scott noted that crossing flags are not a town program and are not an official measure as part of the MUTCD. They have not been proven to be very effective and can pose a liability for the Town. The Town doesn't remove flags that others put up but would not put them up.

### *Paw Prints at Brookside*

Des confirmed that the paw prints in the Butterfield parking lot will be reinstated during maintenance work.

### *Driving Behavior along Suggested Routes*

Bridget asked about communication with parents to practice safe driving behaviors along suggested routes. This is particularly a concern around Wade Thomas. This is something the principal is aware of, although parents haven't been responsive to outreach from her. This could be an issue for the BPAC to be involved in. Additionally, a local Ross Valley team is forming as part of an MCBC program and could get involved.

## Next Steps

- Wendi will reach out to contacts to share Street Smarts messaging.
- San Anselmo DPW will put signs up on Broadmead to direct pedestrians to the walkway



**Next Meeting Date:** January 17 at 10 AM

