



West Marin Task Force meeting
Thursday, Sept 15 2022
Meeting Notes

Please view the meeting here:

https://fathom.video/share/i/RHQw7yLSxHvG_rYWFo2BwEU7Xn4incX

Attendance: Wendi Kallins- Safe Routes to Schools- Program Coordinator, Peggy Clark- Safe Routes to Schools Program Manager, David Hoffman-Paris Transportation, Ken Levin- President Point Reyes Village Association, Cooper Miley- Volunteer Coordinator

West Marin map and walk audit review

[DRAFT of Safe Routes to Schools Suggested Route Map](#)

The comments below were made as this map was being reviewed.

Safe Routes communicated with Parks & Open Space; they agreed to explore the possibility of putting in a new pathway (not a sidewalk) when the restrooms are installed.

Updates since the last meeting included the following.

- The Dance Place and library were added.
- Some of the original suggested routes were removed from the downtown area; task force members had requested.
- Commodore Webster Drive got shortened.
- Mesa Road was updated.
- Some portions of Sir Francis Drake were removed; it was discussed they were not safe for students to be traveling on.

- The pedestrian bridge by Levee road that is at the end of the pathway from Whitehouse pool is in major disrepair and will remain closed for some time.

Requests:

- Add “Levee Road” by Sir Frances Drake; many residents know it by that name too.
- Clarification is needed by the gas station/bank and the library; bike traffic is different on both sides of the street and needs to be identified as “street side sensitive. The current scale of the maps does not show the different sides of the street. Better visual and written directions are needed on the map.
- At the intersection noted above there is no stop sign for drivers going straight. A crosswalk was recommended.
- There was a question on whether there was a crosswalk from Main Street to the Pharmacy. Google Earth confirmed there is one but there is no crosswalk crossing A street.
- The segment by the Mesa intersection was removed; this was noted as incorrect during the meeting. There are crosswalks students can use. Routing arrows were suggested.
- There is a section of the route at Mesa that is private property. The students ride/walk there; at some point this could be a problem.
- Safe Routes will have Madeline review the mark-ups during this meeting before it goes to the graphic designer.

Street Smarts Campaign Overview- “Eyes Up Marin”

Link to [Street Smarts Campaign](#)

The following notes were made during this PowerPoint presentation. Street Smarts is a traffic safety program run by the Transportation Authority of Marin.

The goal is to provide education to drivers, pedestrians and bicyclists about safety issues. It is designed to make streets safer and friendlier and reduce the number of traffic related collisions.

The prior campaign focused on speeding, stopping drivers from running red lights and stop signs, addressing distracted driving, crosswalk safety and bicycle violations. The signs and banners aged out and needed to be replaced.

The new campaign has engaged more community partners. New data is available that identifies roadway hotspots where collisions occur and the most common types of collisions. This data will help engineers develop roadway designs to help prevent collisions.

Moving forward, this is a data driven campaign. There will be new targeted messaging, updated branding, and new media platforms. Safe Routes to School engineers collected and analyzed data of all collisions in Marin County from 2016 to 2020. The information helped to develop relevant messaging. During this period there were over 14,000 collisions; about 4% resulted in a fatality or severe injury, and about two thirds for vehicles only, while 5% involved bicycles and 3% involved pedestrians.

Even though the percentage of collisions involving pedestrians and cyclists were low; disproportionately they resulted in injuries or fatalities. 20% of collisions resulted in a fatality or severe injury for pedestrians; and for cyclists, 15% of those collisions involved a fatality or severe injury. SRTS wants to target behaviors that would hopefully prevent these collisions.

Collision factors = the main behavior that caused the collision. The trends identified are: speed, improper turning, driving or cycling under the influence, and pedestrian right of way violations. Distracted driving is unfortunately not recorded in crash reports; however, surveys have found that more than 54% of California drivers say that they had been hit or were nearly hit by a driver who was talking on a cell phone or texting. Ignoring traffic signs and cycling on the wrong side of the road is also an unsafe trend noted.

A Task Force was created with representatives from many cities and towns including TAM, school districts and other community leaders to focus on six target behaviors and help develop the messaging. The campaign “Eyes Up” models what was organized by the Butterfield Road Safety Committee. This new campaign has over 100 partners to help spread the word using their organization resources and social media. Marin Transit will have messaging on buses in the future.

The new banners and yard sign design will be distributed in many cities and towns and the unincorporated counties starting in mid-October-November. It will come back in the spring of 2023 (annually Spring/Fall). Residents can contact their local DPW for lawn signs in English and Spanish. Messaging will be focused on driver and cycling behavior and to help people who are walking.

The committee will discuss how the program can be tracked and what the impact is. All materials will be available at streetsmartsmarin.org. If you have additional questions, please contact jennifer@parisi-associates.com.

Ken will present the campaign to Point Reyes Village Association for consideration as a partner. He did not think West Marin would support

more banners. Residents can get lawn signs. Social Media posts may be the best way to promote the program.

Next Zoom Meeting - No date set due to low turnout.