

# Personal Travel Planning/Way to Go!

Project Number: INC-3



## LOCATION

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

## COST

\$320,000

## COMPLETION DATE

Fall 2010

## PROJECT DESCRIPTION

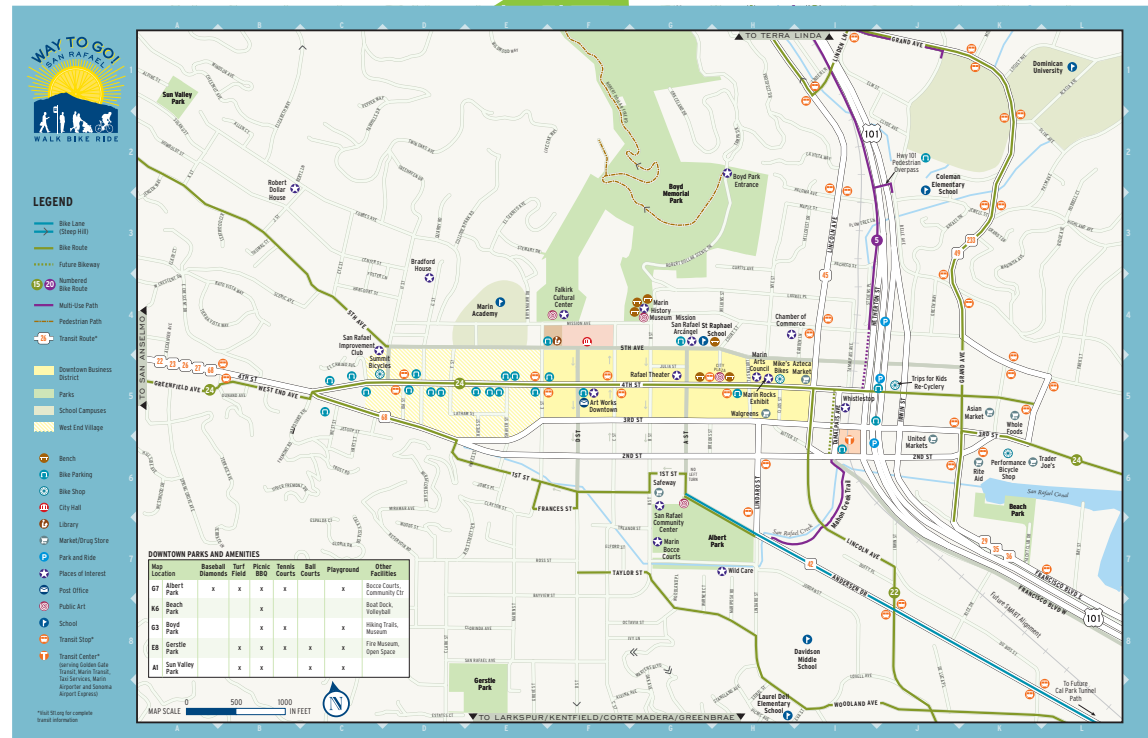
Personal Travel Planning (PTP) programs use an individualized marketing approach to encourage residents to shift from drive-alone trips to healthier trips on foot, by bike, or on transit. Similar programs in other communities have shown a lasting 9 to 13 percent reduction in drive-alone trips. Way to Go! is Marin's Personal Travel Planning program, which is based on the award-winning SmartTrips program pioneered by the City of Portland, Oregon. The Way to Go! program was rated as the highest priority education and outreach program for the Nonmotorized Transportation Pilot Program.

## STATUS

In 2008, the program took place in Sausalito, and in 2009, two communities hosted Way to Go! programs: Novato and Larkspur/Greenbrae. The San Rafael's Way to Go! program kicked off in May 2010.

The goal of the Way to Go! program is to reduce drive-alone trips while increasing walking, bicycling, transit, and carpool trips. The program also increases resident health and safety by increasing physical activity and promoting community interaction.

This year's Way to Go! is a cooperative effort between Marin County, the City of San Rafael, Golden Gate Transit, Marin Transit, and numerous other community partners.



Way to Go! participants may 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@co.marin.ca.us or 415-499-5078.

The Way to Go! program invites residents of the target areas to order a customized information packet containing an event calendar, walking and bicycling maps, a bicycling guide, and numerous transit maps and schedules. Customized packets are assembled and delivered by foot or by bicycle to residents' homes, along with an incentive gift of their choice.

In addition to the customized information packet, Way to Go! hosts community activities such as group walks, guided bicycle rides, and workshops. Program staff will appear at community events and visit community groups to answer questions about walking, bicycling, and transit use.

The Way to Go! project website can be found at: <http://walkbikemarin.org/waytogo/>

Revision Date: 05/10



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.