

Way To Go! 2009 FINAL REPORT

Larkspur & Novato



October 2009

Prepared by Alta Planning + Design



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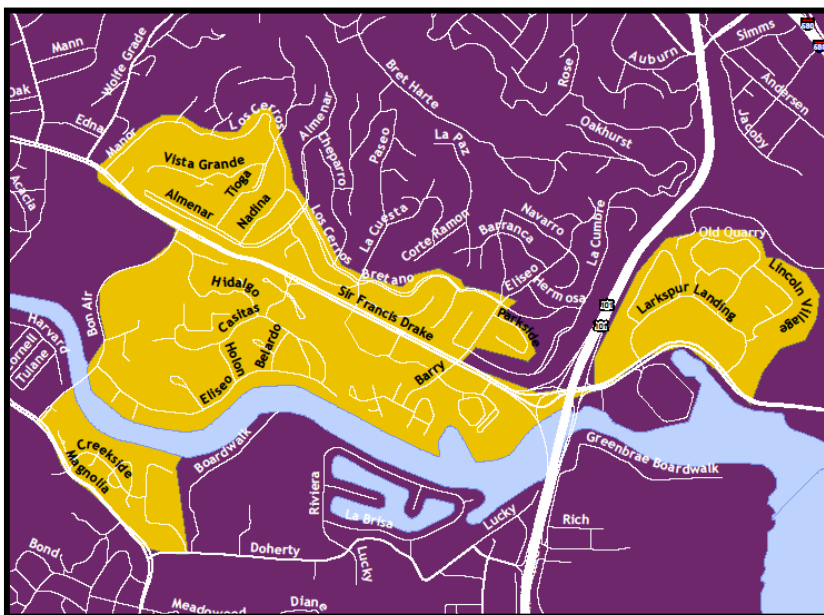
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Introduction

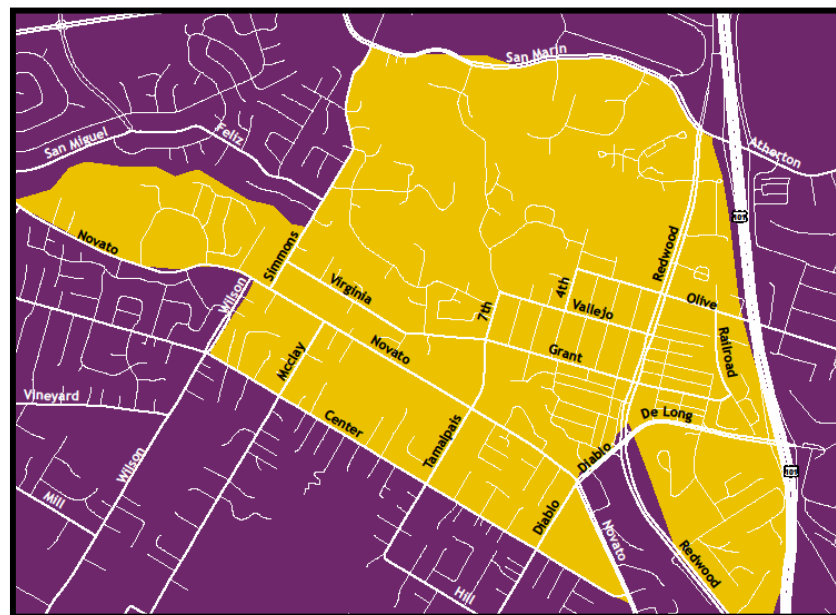
Following the successful 2008 individualized marketing program, *Way to Go! Sausalito*, the County of Marin continued the program in two communities in 2009. As part of the *Walk Bike Marin* Nonmotorized Transportation Pilot Program effort, the cities of Larkspur and Novato participated in the *Way to Go!* program. The objectives of the program were to increase walking, bicycling, and transit use in Larkspur and Novato, as well as increase awareness of nonmotorized infrastructure improvements in the County of Marin.

The program kicked off on June 1, 2009 and ended August 30, 2009. The target areas included 2,922 households in Larkspur and 3,513 households in Novato, as shown in Figures 1 and 2.

LARKSPUR



NOVATO



Figures 1 and 2. *Way to Go!* 2009 program target areas included 2,922 households in Larkspur (left) and 3,513 households in Novato (right).

The program offered the following materials and services to residents in each of the target areas:

- **Customized information packets (Go Kits):** Residents received mail order forms and were invited to place a customized packet order through the mail-in order form or online. *Way to Go!* staff delivered orders to homes by bicycle.
- **E-newsletters:** These monthly electronic mailings were specialized for each of the two target communities and included information and resources on walking, bicycling, and taking transit in and around Larkspur and Novato, as well as news on program events.
- **Events:** The program held eight total events in the two target areas: four guided walks, two guided bicycle rides, one guided ferry transit trip, and one transit and bicycling workshop.
- **Email communications:** Bi-weekly email updates including event listings and other news were sent to participants who submitted an email address.
- **Website:** The *Way to Go!* website included the online order form for customized packets, event listings, electronic versions of materials, links to helpful resources, and general program news and information.
- **Other communications:** Event announcements and other program information were also communicated through city event calendars and electronic communications, local community event calendars, the Larkspur Recreation and Community newsletter, the Larkspur and Novato Chambers of Commerce, the Marin Independent Journal newspaper, the Twin Cities Times newspaper, and the Novato Advance newspaper.

Because 2008 and 2010 were determined to be the *Way to Go!* program evaluation years and to preserve the program budget for 2010, neither an evaluation survey nor a follow-up program survey were administered in the 2009 program year. Program staff will administer a travel survey and a program survey in 2010 in San Rafael.

The *Way to Go!* 2009 program was a collaborative effort between the County of Marin, the Cities of Larkspur and Novato, and Alta Planning + Design. We would like to acknowledge the following members of the program team:

Dan Dawson
Department of Public Works, County of Marin

Scott Metcho
Public Works Department, City of Larkspur

Carey Lando
Department of Public Works, County of Marin

Neal Toft
Planning Department, City of Larkspur

Craig Tackabery
Department of Public Works, County of Marin

Daniel Toillion
Planning Division, City of Novato

Packet Deliveries

A total of 6,435 households received order forms for customized information packets (Go Kits) by mail in the two target areas. Participants could choose from materials regarding bicycling, walking, and transit services and could choose one of three free incentives. The incentives included a *Way to Go!* tote bag, a *WalkBikeMarin* water bottle, and a Marin County bicycling map. Figure 3 shows some of the materials available in the Go Kit.

Target area residents ordered 944 total orders, with 470 in Larkspur and 474 in Novato for participation rates of 16.1% and 13.5% respectively. Program staff delivered the customized packets to participating households by bicycle. Figure 4 shows an example of a Go Kit packed in a *Way to Go!* tote bag.

Materials created specifically for *Way to Go!* included a *Way to Go!* event calendar, a guide to bicycling in Marin County, and a colorful local map with destinations, walking routes, bike paths and parking, and bus stops. Existing materials came from Golden Gate Transit, Marin Transit, Marin County Safe Routes to School, the Marin County Bicycle Coalition, and 511, the Bay Area's comprehensive traffic and transportation service. Figures 5 and 6 show the materials requested in each target community as a percentage of the total number of orders.

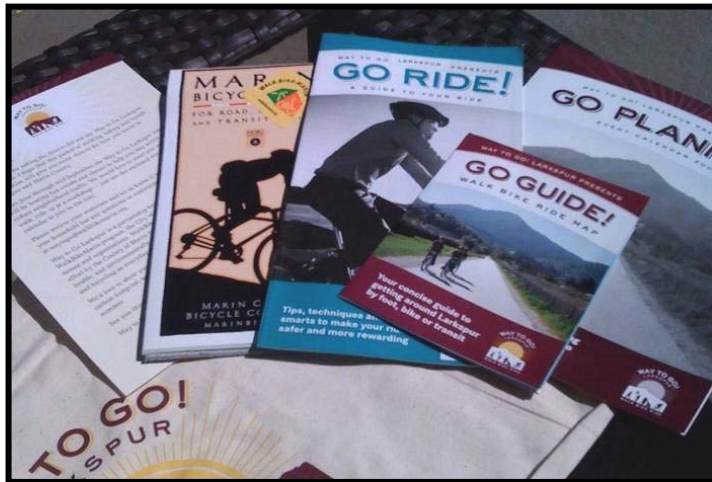


Figure 3 (left). Target area residents could order Go Kits containing their choice of materials regarding walking, bicycling, and transit, plus a free gift.

Figure 4 (above). Requested materials were delivered to households by bicycle in a *Way to Go!* tote bag.

Figure 5. Materials requested by *Way to Go! Larkspur* participants.

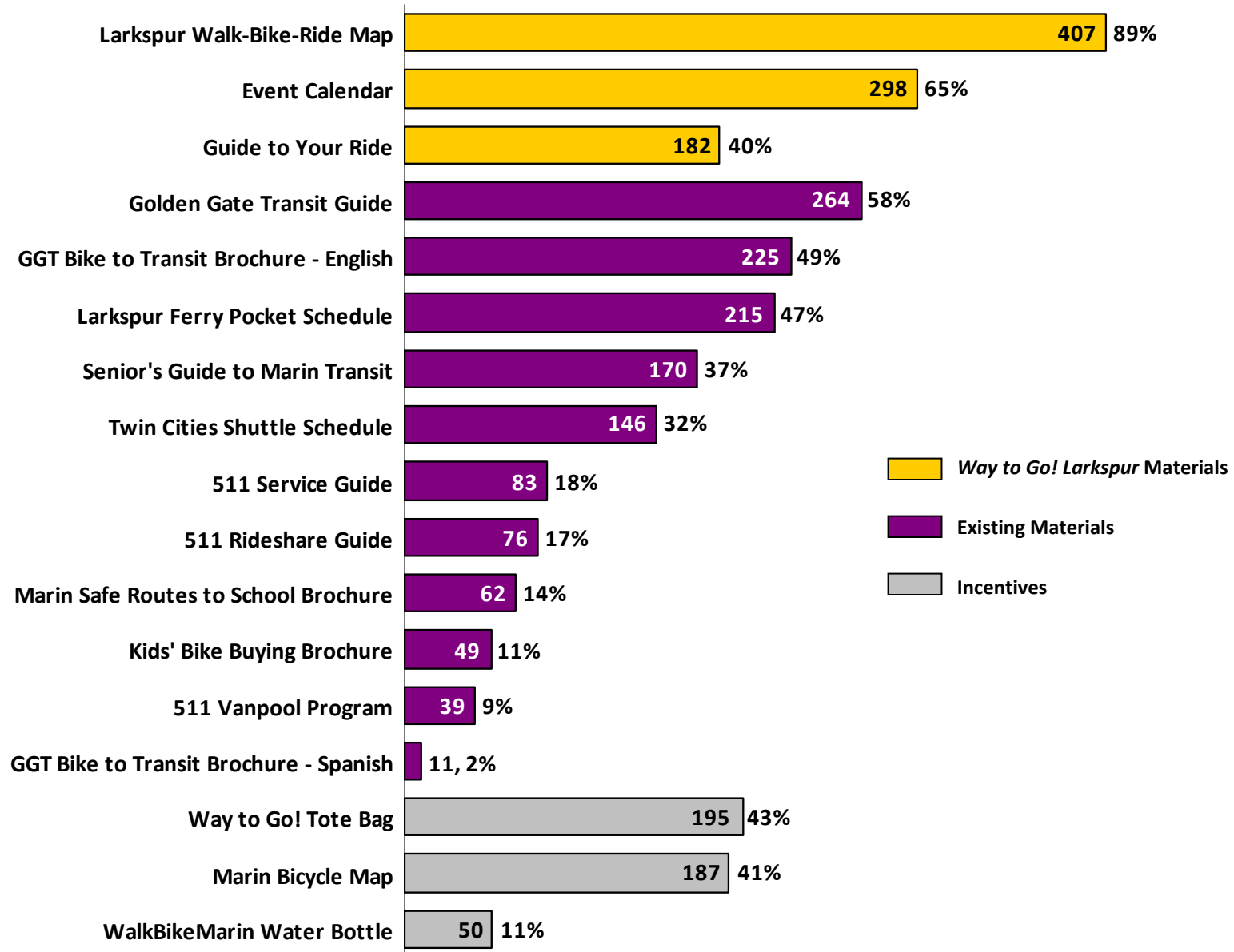
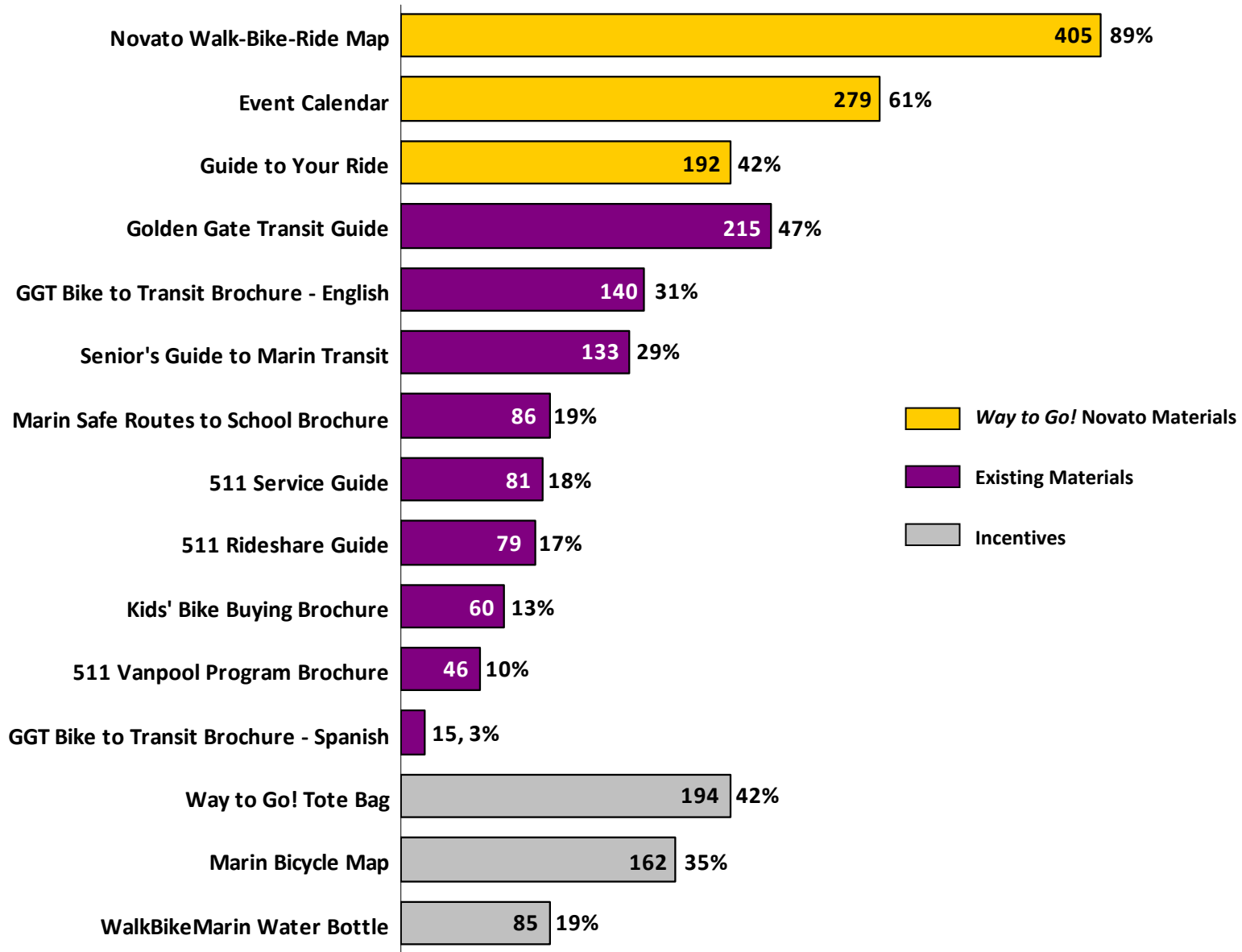


Figure 6. Materials requested by *Way to Go! Novato* participants.



Events

The *Way to Go!* 2009 program held eight events in July and August with 66 total event attendees. The events are summarized in Tables 1 and 2. Figures 7 through 11 are photos from the events.

Table 1. *Way to Go!* 2009 Events in Larkspur

Event	Date	Leader	Number of Participants
<i>Get to Know Your Neighborhood Walk</i>	July 11	Nancy Spivey Personal Trainer/ Leader of <i>Larkspur Walkers Group</i>	18
<i>Bikeways and Waterways Ride</i>	July 22	Cheryl Longinotti League of American Bicyclists Certified Instructor	1
<i>Market to Market Excursion</i>	August 8	Dayton Crites <i>Way to Go!</i> Staff	3
Historic Downtown Larkspur Walk	August 26	Dayton Crites <i>Way to Go!</i> Staff	11

Table 2. *Way to Go!* 2009 Events in Novato

Event	Date	Leader(s)	Number of Participants
Historic Downtown Novato Stroll	July 15	Edna Manzoni Docent, Novato Historical Museum	26
Transit/Bicycling 101 Clinic	July 29	Dayton Crites, <i>Way to Go!</i> Staff Derek Toups, Planner, Marin Transit	3
<i>Picnic in the Park Bicycle Ride</i>	August 11	Dayton Crites <i>Way to Go!</i> Staff	1
Nature Walk at Deer Island Preserve	August 20	Clint and Madeline Kellner Local nature enthusiasts	3

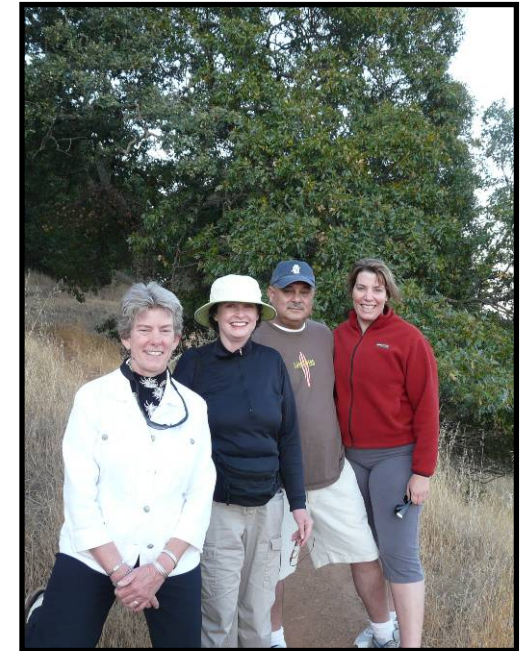


Figure 7. Nature walkers stop for a group photo at Deer Island Nature Preserve. The group enjoyed the guided nature walk on a lovely Thursday evening.

Figure 8. Local docent Edna Manzoni begins the Novato Historic Downtown Stroll by telling the history of the Powell's Sweet Shoppe building.



Figure 9. Larkspur residents enjoyed a ferry ride to the San Francisco Farmers' Market with free tickets courtesy of Golden Gate Transit.



Figure 10. The Novato Farmers' Market was the starting point for the *Picnic in the Park Ride*.



Figure 11. Workshop participants learn bicycling safety tips at the Transit/Bicycling 101 Clinic in Novato.

Participant Feedback

All 2009 *Way to Go!* participant feedback was overwhelmingly positive. The following quotes are a sample of comments received from Larkspur and Novato participants:

- “What a fabulous set of useful tools for us! Thank you, thank you!” –Gregory
- “This is a brilliant way to get all the information we need. Thank you for putting it together!” –Dary
- “This is great. My family will really enjoy getting out and walking and riding bikes on the trails that we don't know about!” –Teleatha
- “This is a fabulous opportunity. Thank you for this much needed information!” –Suzanne
- “I just got a new bike, so thanks!” –Katie
- “This is a great idea to offer this information – most all of us need it. Thank you.” –Ventana
- “The walking tour of Old Novato was great. Thanks.” – CiCi and John
- “What a wonderful service. Thank you!” –Amy
- “Thank you for this opportunity! This sounds like a *great* project and I am anxious to be a participant with my neighbors and grandchildren!”
–Arlene
- “I love to bike around the watershed! I’m excited to receive more information in the mail about biking.” –Fernando
- “Thank you. This is such a fantastic service!” –Alex
- “This is perfect for my grandchildren, who will be visiting me in August, and perfect for me, too, any time. Thank you so much! What a great idea!” –Jane
- “Cleaner air!” –Karen
- “Thanks! This will be very helpful!” –Joy
- “Thank you for this wonderful idea, to enjoy Marin’s nature and clean the air.” –Angelina
- “Great gift for everyone!” –Shari
- “What a fabulous offer! Thanks!” –Antoinette
- “Way cool! Thanks!” –Cathy

Conclusion

The *Way to Go!* individualized marketing program is designed to encourage walking, bicycling, and taking public transit and reduce auto trips in its target communities in Marin County, CA. Following a successful program in Sausalito in 2008, the *Way to Go!* program was implemented in two additional target communities during the summer of 2009. The target areas for the 2009 program year included 2,922 households in Larkspur and 3,513 households in Novato. Participating households received customized information packets (Go Kits) and electronic newsletters including resources and information on walking, bicycling, and taking transit in and around Marin County. Households were also invited to attend special events throughout the summer.

Target area residents requested 944 Go Kits, with 470 requests from Larkspur and 474 from Novato for participation rates of 16.1% and 13.5% respectively. Participants could choose from materials regarding bicycling, walking, and transit services and could choose one of three free incentives. Program staff delivered the customized packets to households by bicycle.

The program held eight events in July and August designed to provide a safe, supportive environment for walking, bicycling, and taking transit. The four guided walks, two guided bicycle rides, one guided ferry transit trip, and one transit and bicycling workshop drew a total of 66 participants.

The *Way to Go!* 2009 program was well-received in the target communities of Larkspur and Novato, and the participating households valued the customized information packets, locally-tailored events, and other encouragement materials and services.