



NICK JACKSON
TOOLE DESIGN GROUP

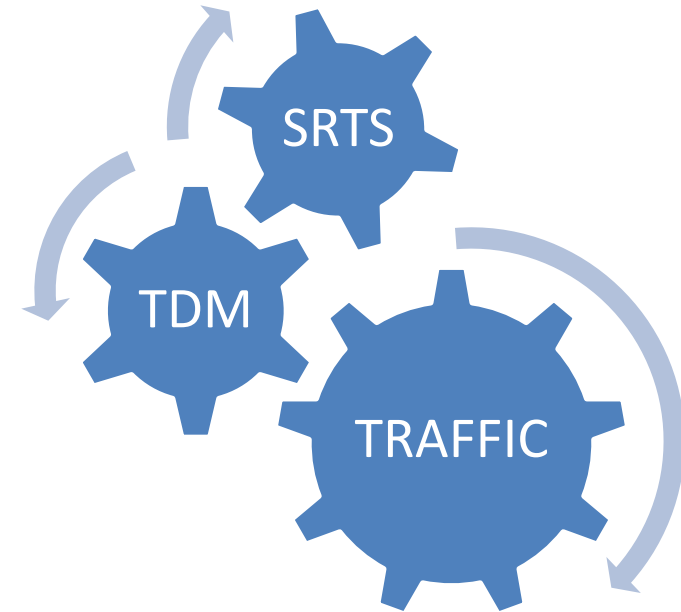
Traffic Inducing Traffic



School Transportation



- **School Building & Site**
- **Travel to & from School**
 - *Safe Routes To School*
 - Focus on Students
 - *Transportation Demand Management*
 - Focus on Teachers, Staff & Visitors



Safe Routes to School



What is SRTS?

- Education
- Encouragement
- Enforcement
- Engineering
- Evaluation



Transportation Demand Management (TDM)



What is TDM?

“...a set of strategies aimed at maximizing traveler choices” (*FHWA, 2012*)

“...a bundle of strategies that influence travel behavior in order to improve both mobility and system efficiency” (*Arlington County, VA*)

Transportation Demand Management



- **Supply & Demand**
 - Focus on supply only can encourage more of the behaviors we don't want
- **Carrots & Sticks**
 - Incentivize and encourage the behaviors we want to see more of
 - Disincentive and discourage the behaviors we want to less of
- **10%**



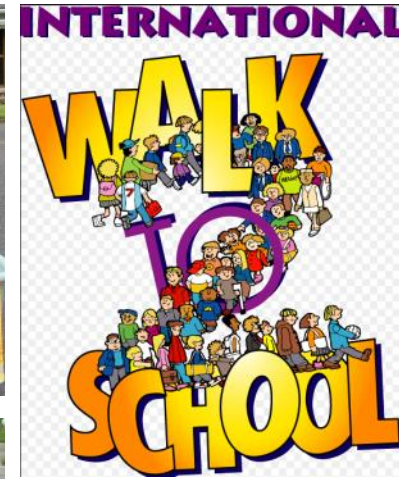
APS GO!



TDM

+

SRTS



Transportation Demand Management

Safe Routes to School

Transportation Demand Management



- **Sample Strategies**
 - **Priority parking spaces reserved for car & van pools**
 - **Carpool and vanpool ride matching services**
 - **Personalized route planning assistance**
 - **Public recognition**
 - **Subsidized transit**
 - **Competitions**

Benefits



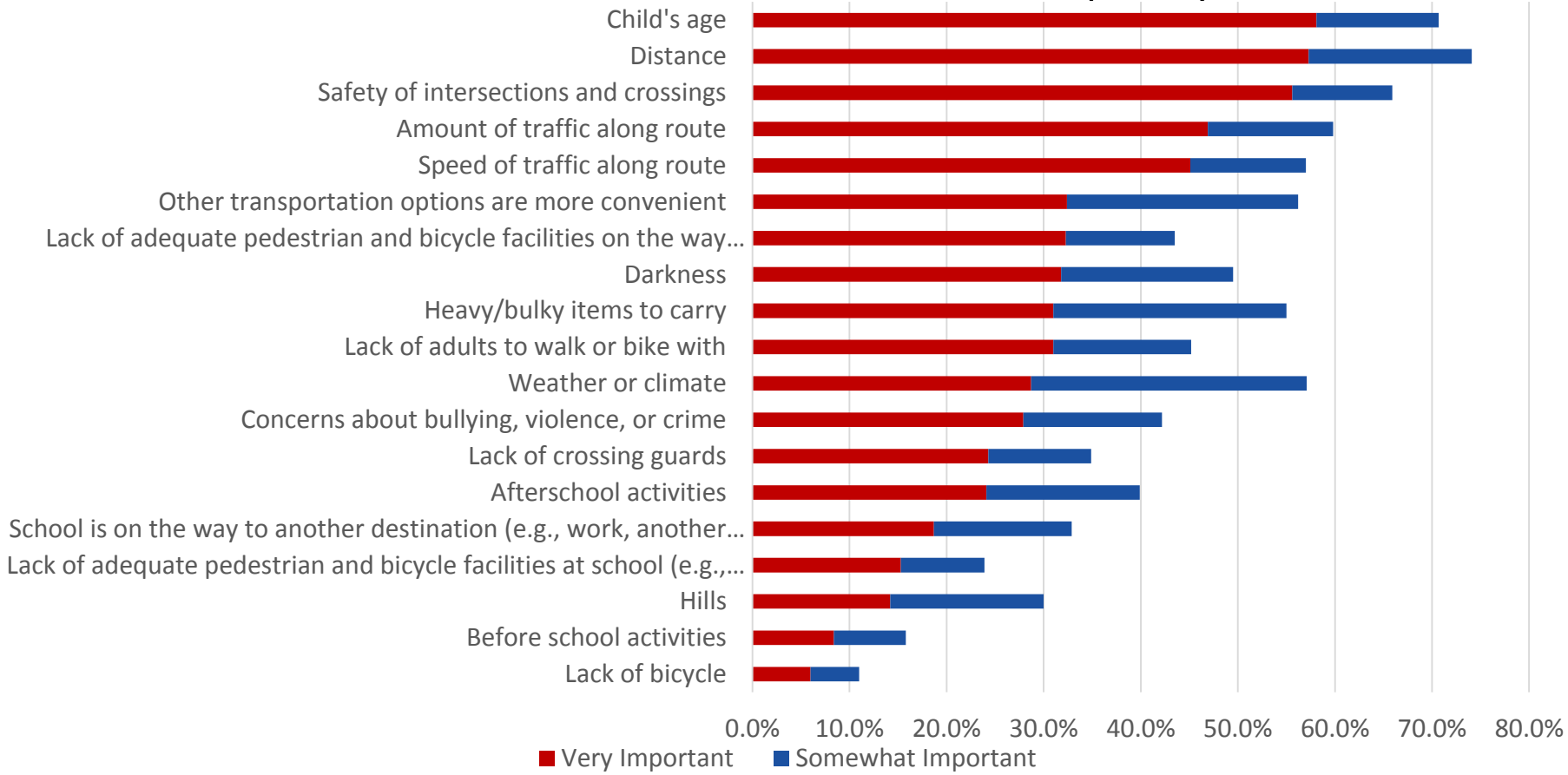
- Cost-effective alternative to increasing capacity
- Focus on safety
- Better environmental outcomes
- Improved public health
- Better student performance



Parent Survey—Decision Factors, Walk/Bike



“How important are the following factors in your decision not to let your child **WALK or BIKE** to/from school more frequently?”

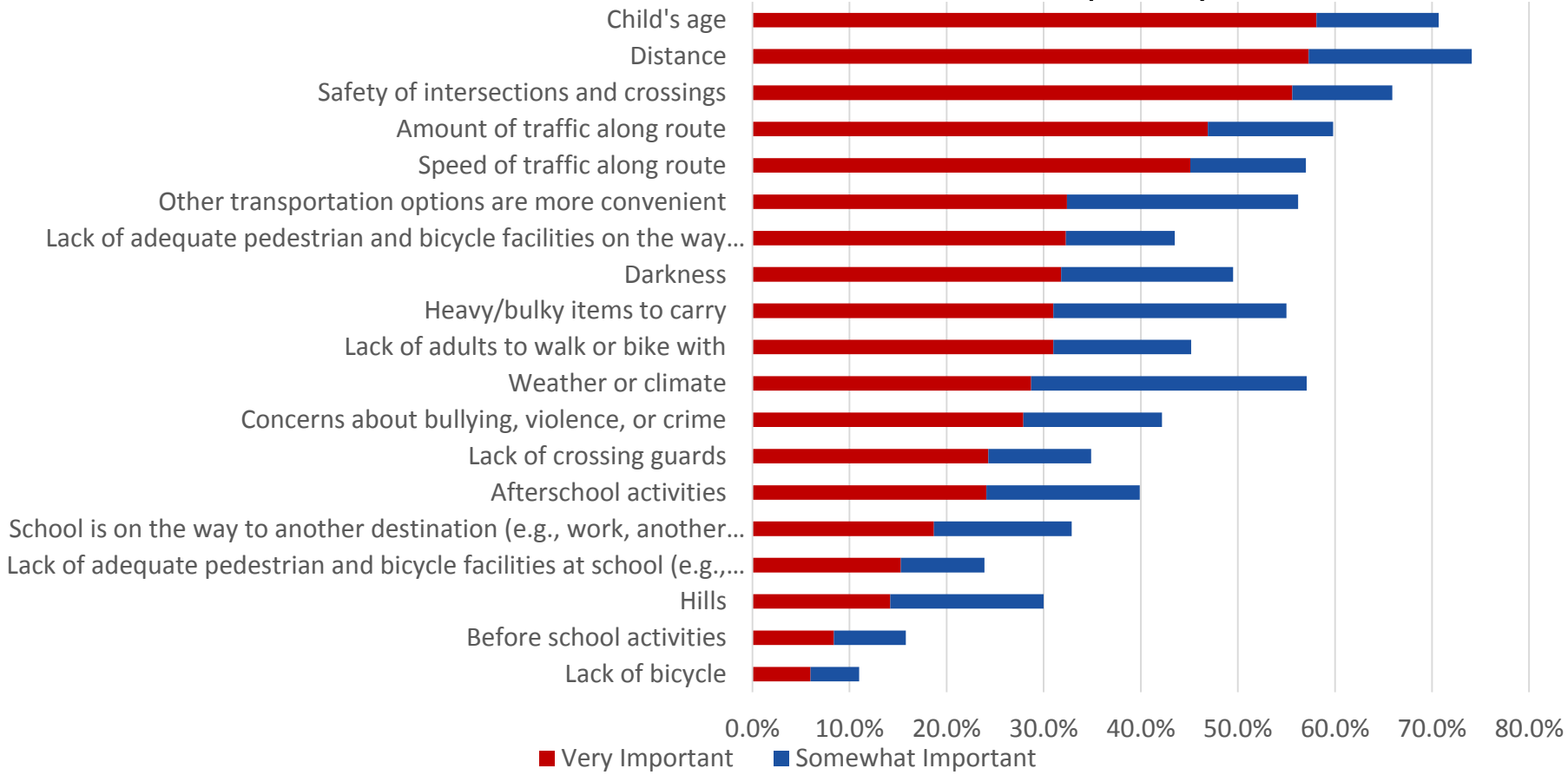


Source: 2013-14 APS Go! Student Travel Parent Survey

Parent Survey—Decision Factors, Walk/Bike



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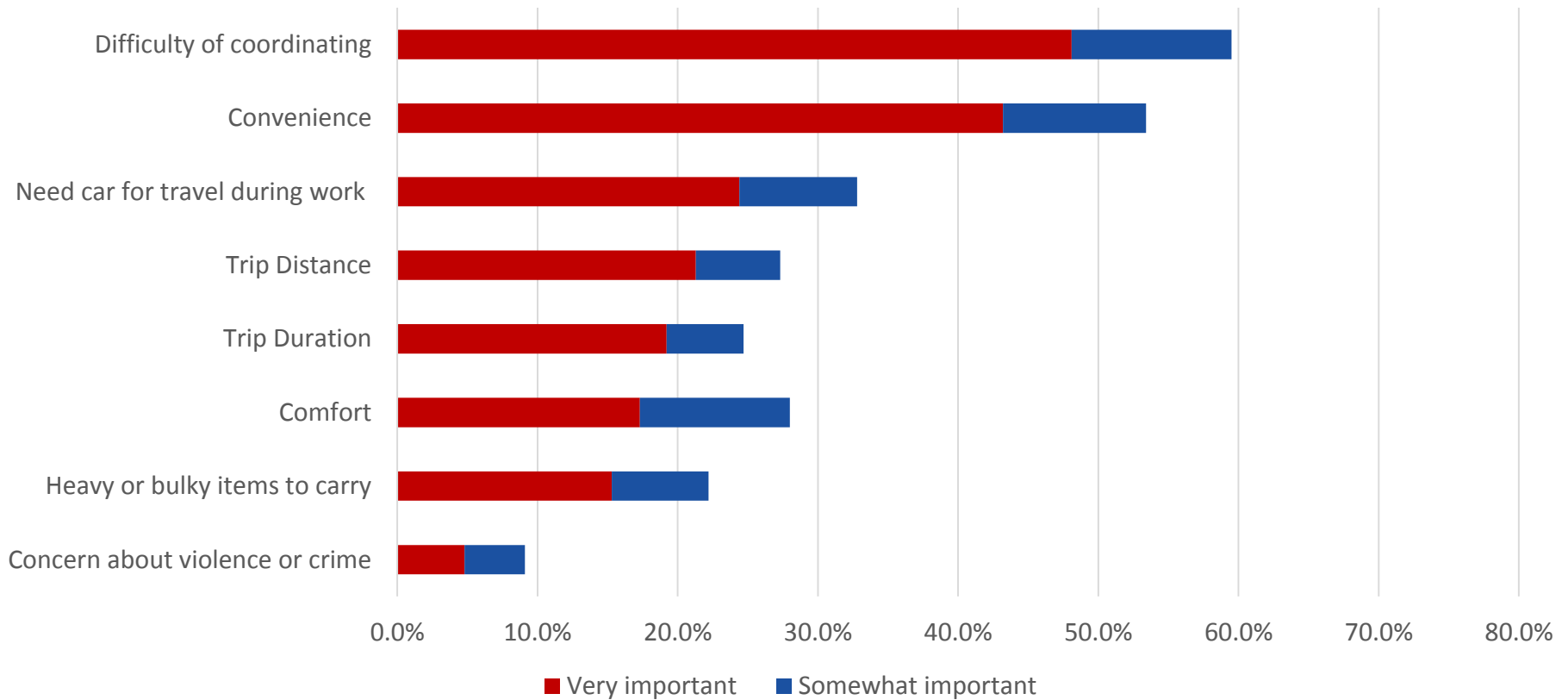


Source: 2013-14 APS Go! Student Travel Parent Survey

Staff Survey—Decision Factors



*“How important are the following factors in your decision not to **CARPOOL** to and from your APS work location more frequently?”*

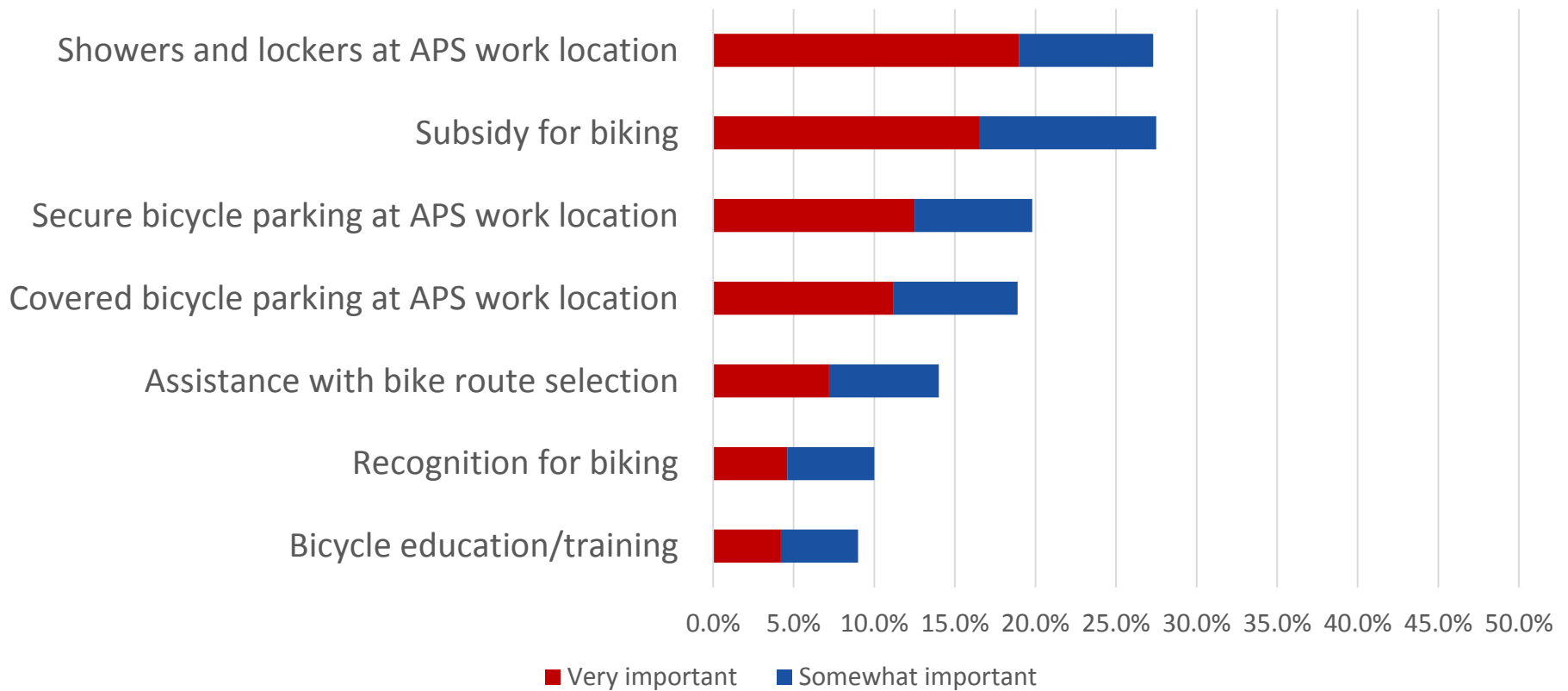


Source: 2013-14 APS Go! Staff Survey

Staff Survey—Incentives



*“How important might the following incentives be in encouraging you to **BIKE** more frequently for trips to and from your APS work location?”*

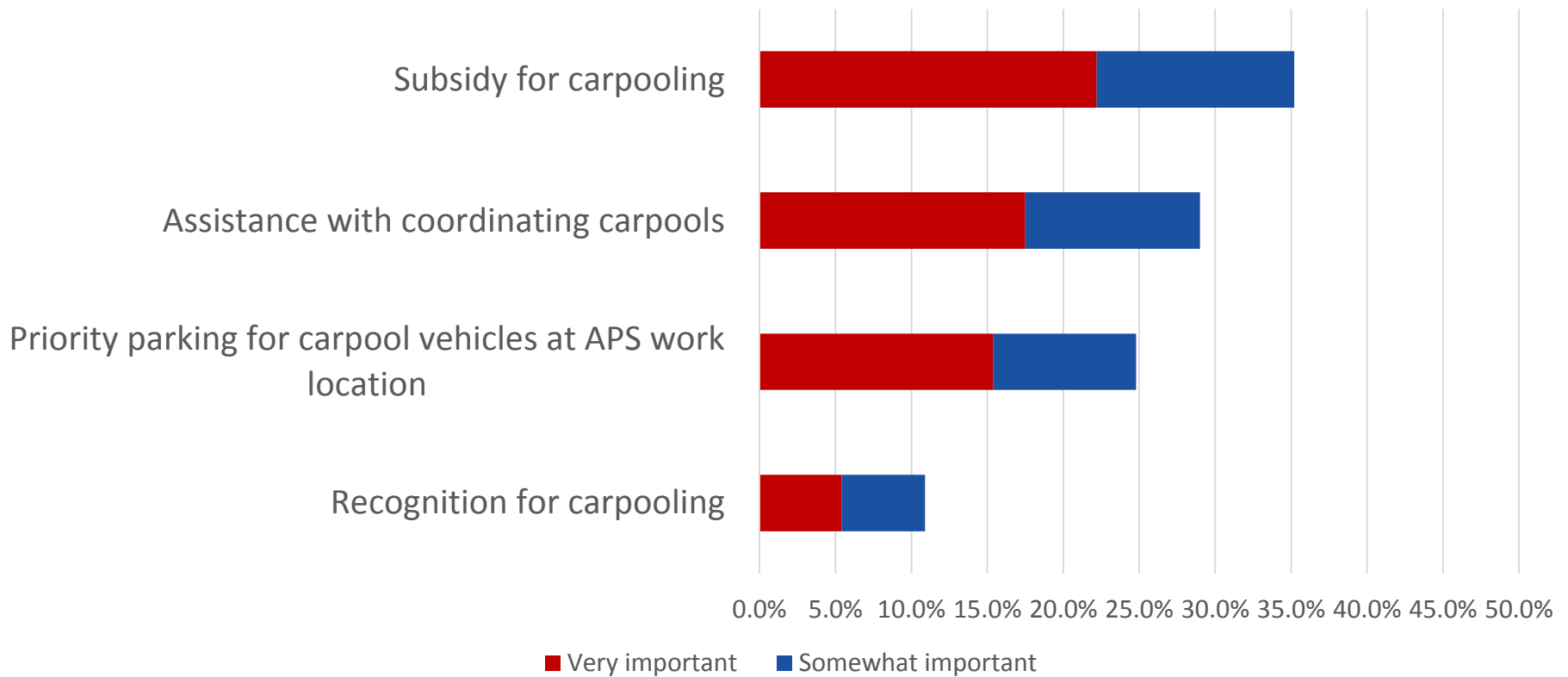


Source: 2013-14 APS Go! Staff Survey

Staff Survey—Incentives



*“How important might the following incentives be in encouraging you to **CARPOOL** more frequently for trips to and from your APS work location?”*



Source: 2013-14 APS Go! Staff Survey



BEST PRACTICES

>> SCHOOL ACCESS & CIRCULATION

School Access & Circulation



Key Principles for School Transportation:

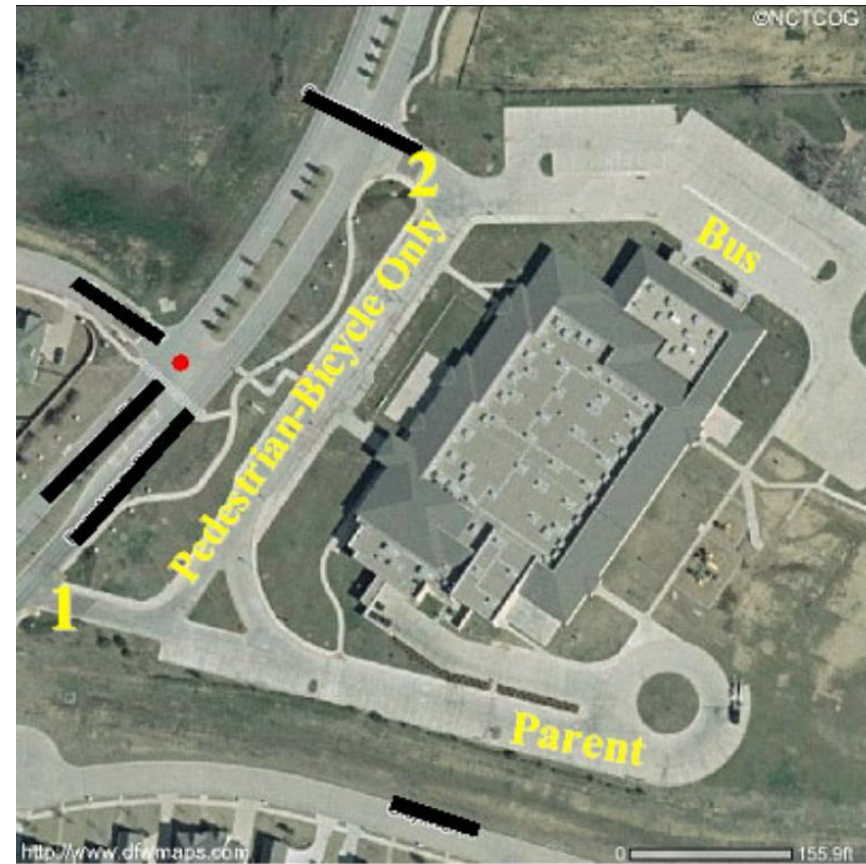
1. **Prioritize Safety for All Users**
2. **Consider the Complete Trip**
3. **Separation of Modes / Minimize Conflicts**

Separation of Modes

Other Site Needs:

- Maximize green/play space
- Limited locations for student arrival/dismissal
- Etc.

Separation of Modes

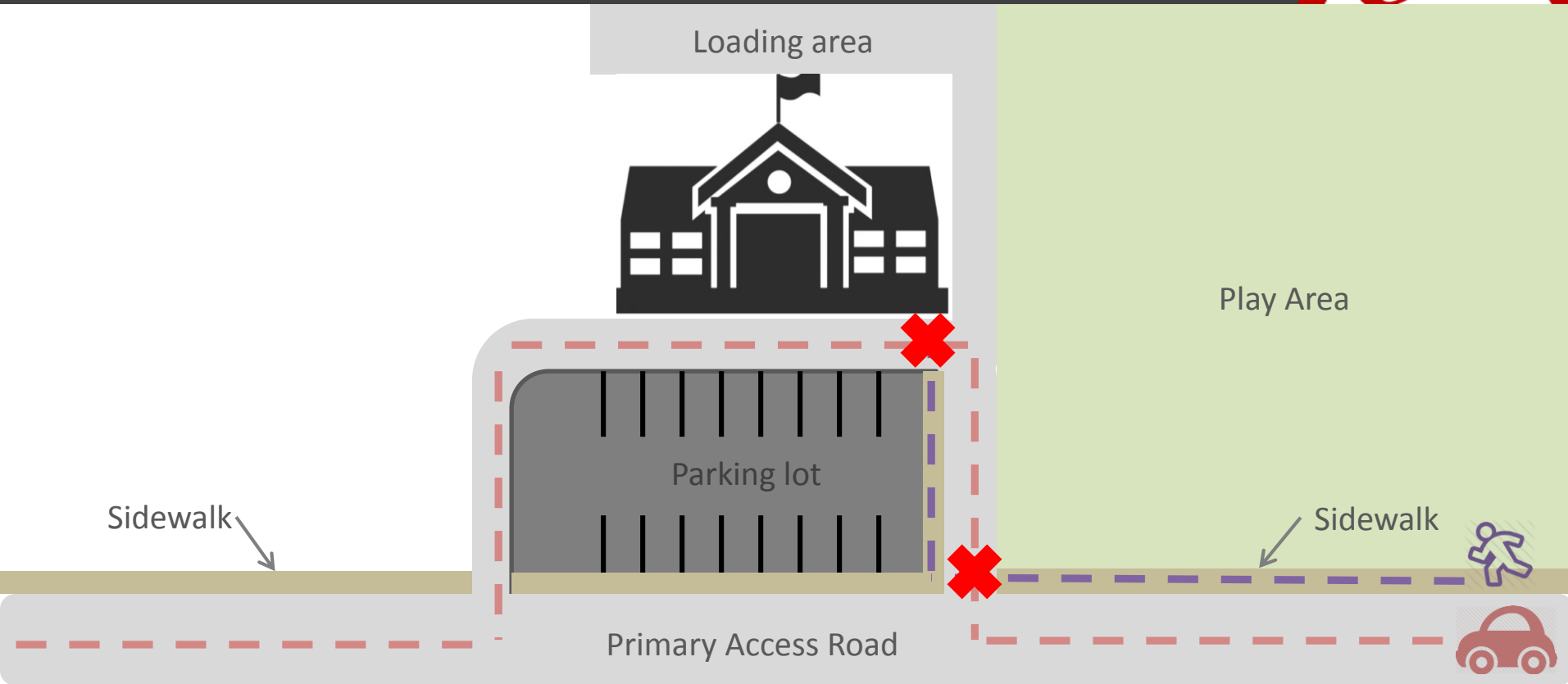


Separation of Modes

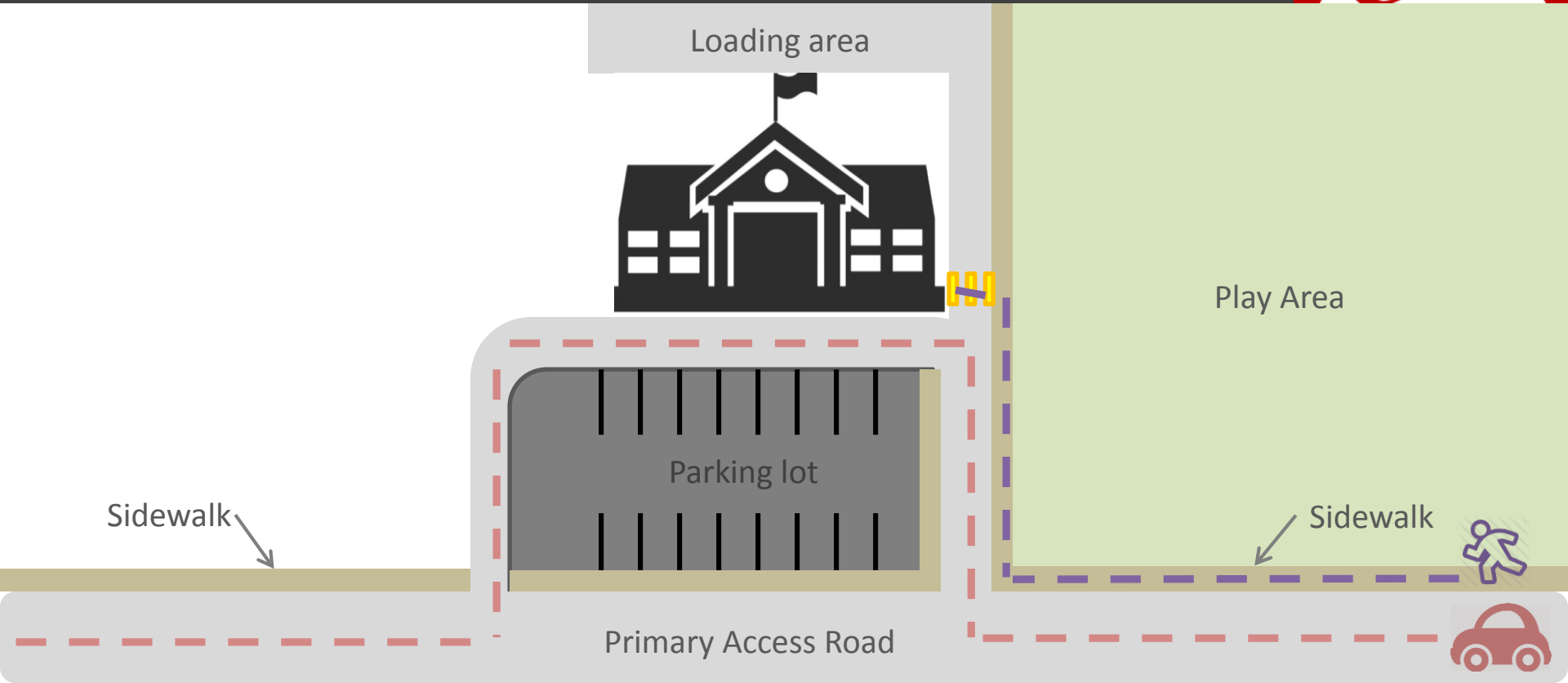
Minimize Conflicts

Mitigate Conflicts through Design

Minimize Conflicts



Minimize Conflicts



Mitigate Conflicts Through Design

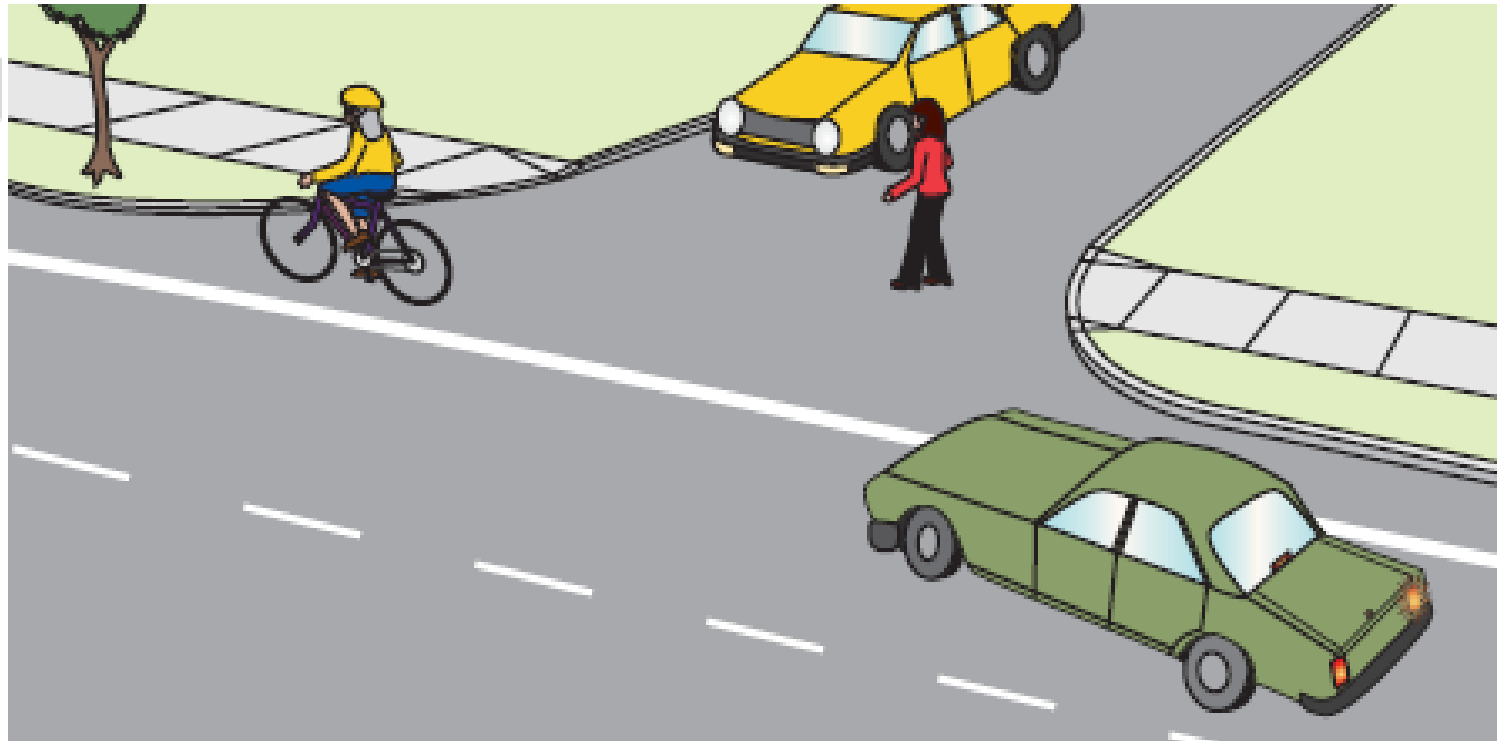


Mitigate Conflicts Through Design



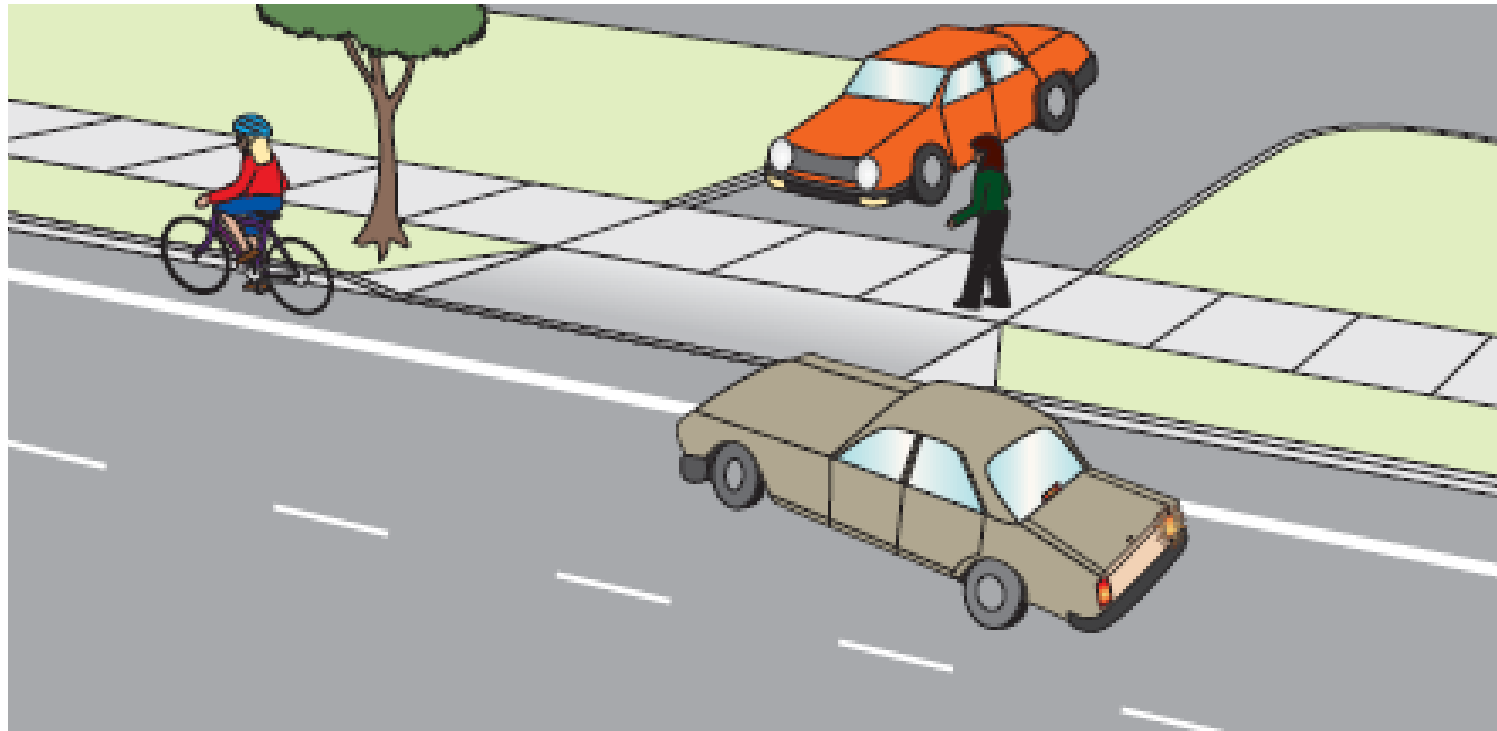
Raised Crosswalk in School Parking Lot

Mitigate Conflicts Through Design



Don't build driveways like intersections

Mitigate Conflicts Through Design



Prioritize continuous sidewalk

Mitigate Conflicts Through Design



PEDESTRIAN INJURIES AT IMPACT SPEEDS

MPH

40



85% death

15% injured

30



45% death

50% injured

5% uninjured

20



5% death

65% injured

30% uninjured

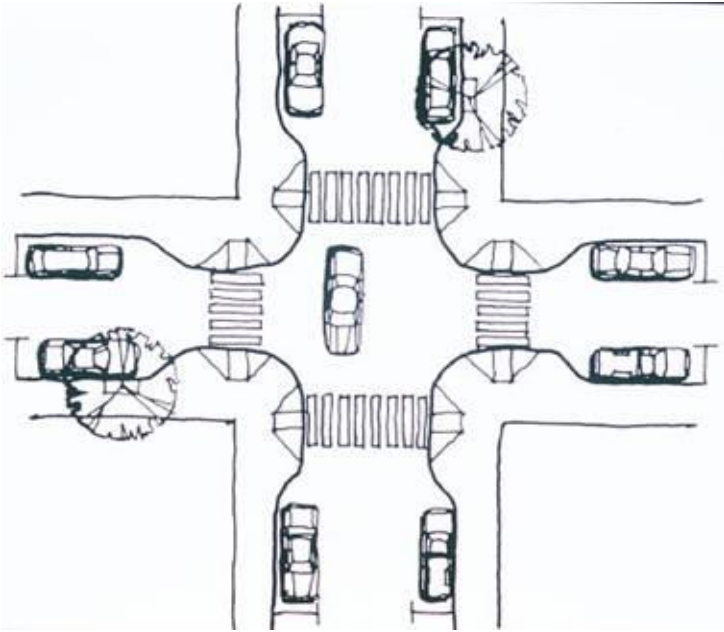
Mitigate Conflicts Through Design



Parking restrictions
at corners:
Better visibility for
both drivers and
pedestrians



Mitigate Conflicts Through Design



Curb extensions:

Reduce the crossing distance and improve visibility

High Quality Bike Parking



Secure, covered bike parking



Scooter Parking

- Convenient, well designed racks for students and visitors
- Secure parking area for teachers and staff

Covered Parking



Provide Wide Enough Sidewalks



- Recommended minimum: 5'
- Preferred minimum: 6'
- At schools: 8'-10'



Lessons Learned



- Set goals
- Set targets
- Tailor programs
- Evaluate & refine
- Understand there are no silver bullets





The Walking Evolution and Revolution Conference



Join us for the first-ever conference in Boston focused on walkability.

Thursday, March 26, 2015

BSASPACE

290 Congress Street #200
Boston, MA 02210

Register at <http://www.apbp.org/event/WERC>

For more information contact
Jessica Mortell, Toole Design Group
jmortell@tooledesign.com





The Walking Evolution and Revolution Conference

Schedule at a Glance

8:00 - 8:45 AM	Breakfast and Registration
8:45 - 9:15 AM	Opening Welcome: Wendy Landman, Executive Director WalkBoston Walking Evolution and Revolution in One Minute!
9:15 - 10:45 AM	Classroom Sessions: Vision Zero / Site Planning for Walkability
10:45 - 11:00 PM	Coffee Break
11:00 - 12:30 PM	Classroom Sessions: Go Boston 2030 / Multisector Partnerships: Effective Advocacy
12:30 - 1:15 PM	Lunch in Gallery
1:15 - 2:00 PM	Luncheon Keynote Speaker: Gina Fiandaca, City of Boston Transportation Commissioner
2:00 - 5:00 PM	Mobile Tours: Placemaking Studio / Evolution and Revolution of the Greenway / East Cambridge Walking Tour
5:00 - 7:00 PM	Social Hour at District Hall, 75 Northern Ave, Boston, MA