

Kids Are Commuters Too!



New tools for mapping Safe Routes opportunities

Mass in Motion Action Institute

April 3, 2013

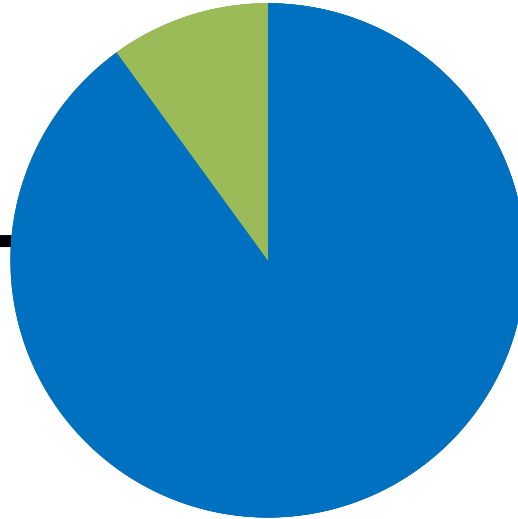
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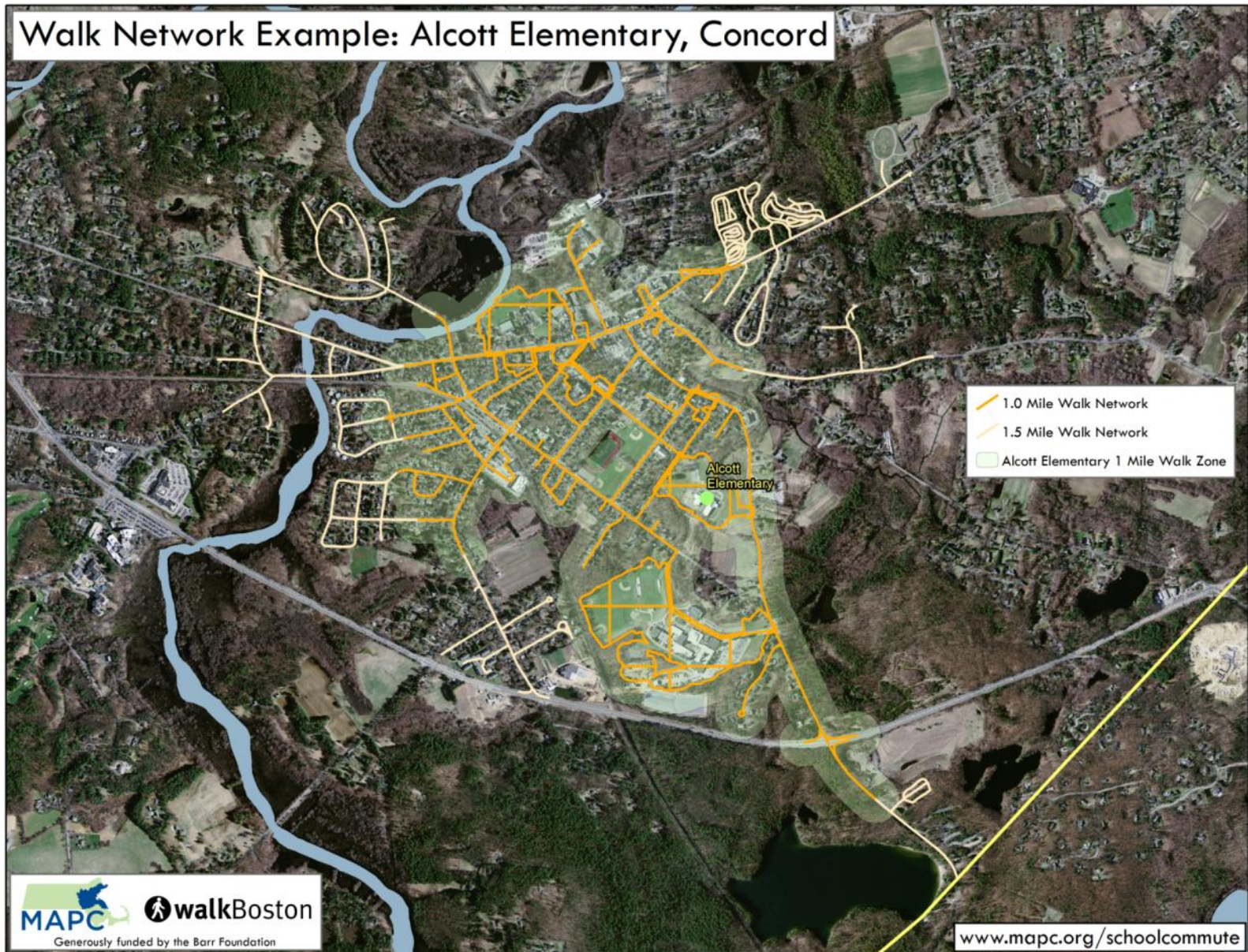
Finding the SRTS “Target Market”



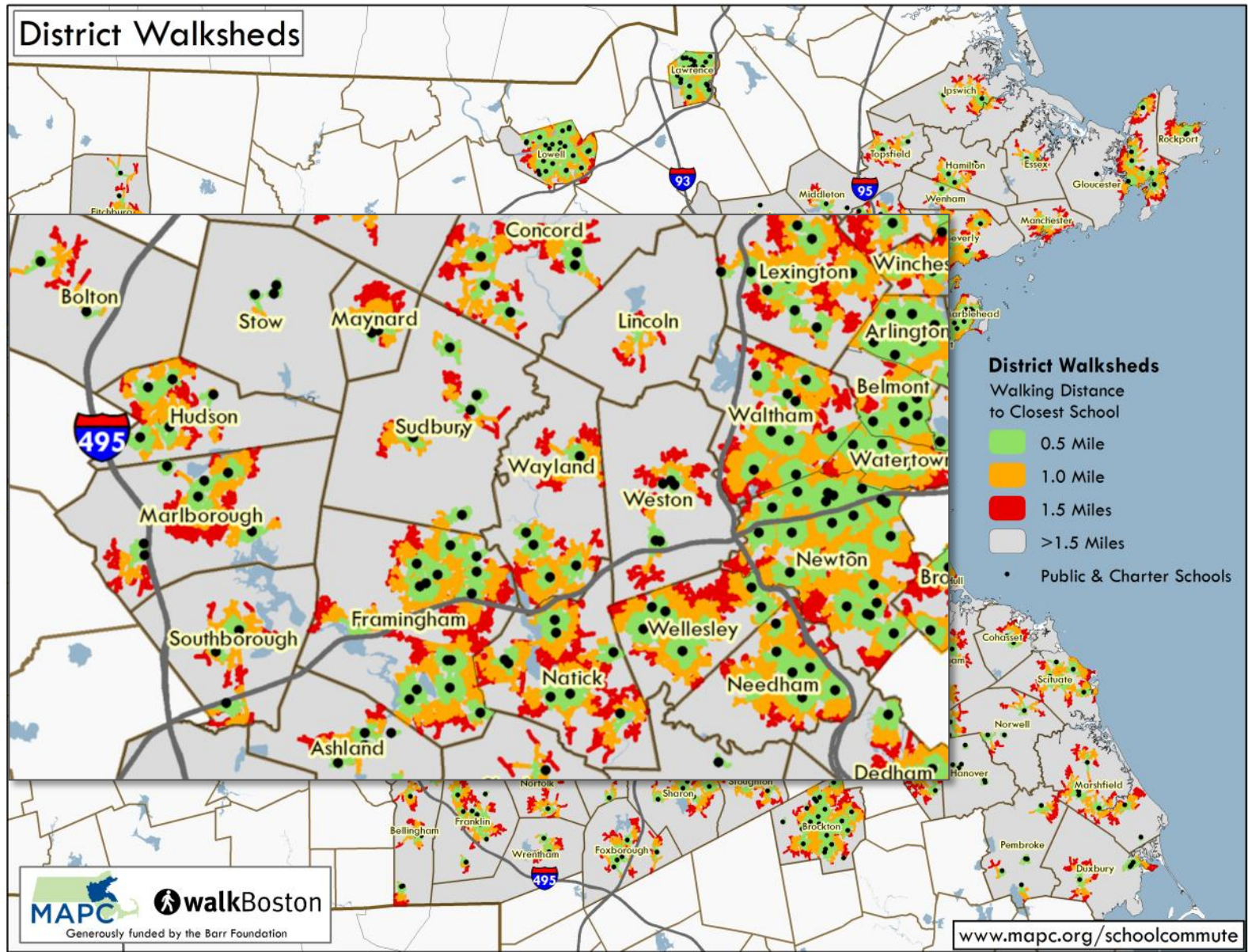
Living close to their school
and
Safe walking routes are available
and
Currently being driven to school

Where do we find these
Proximate Auto Commuters?

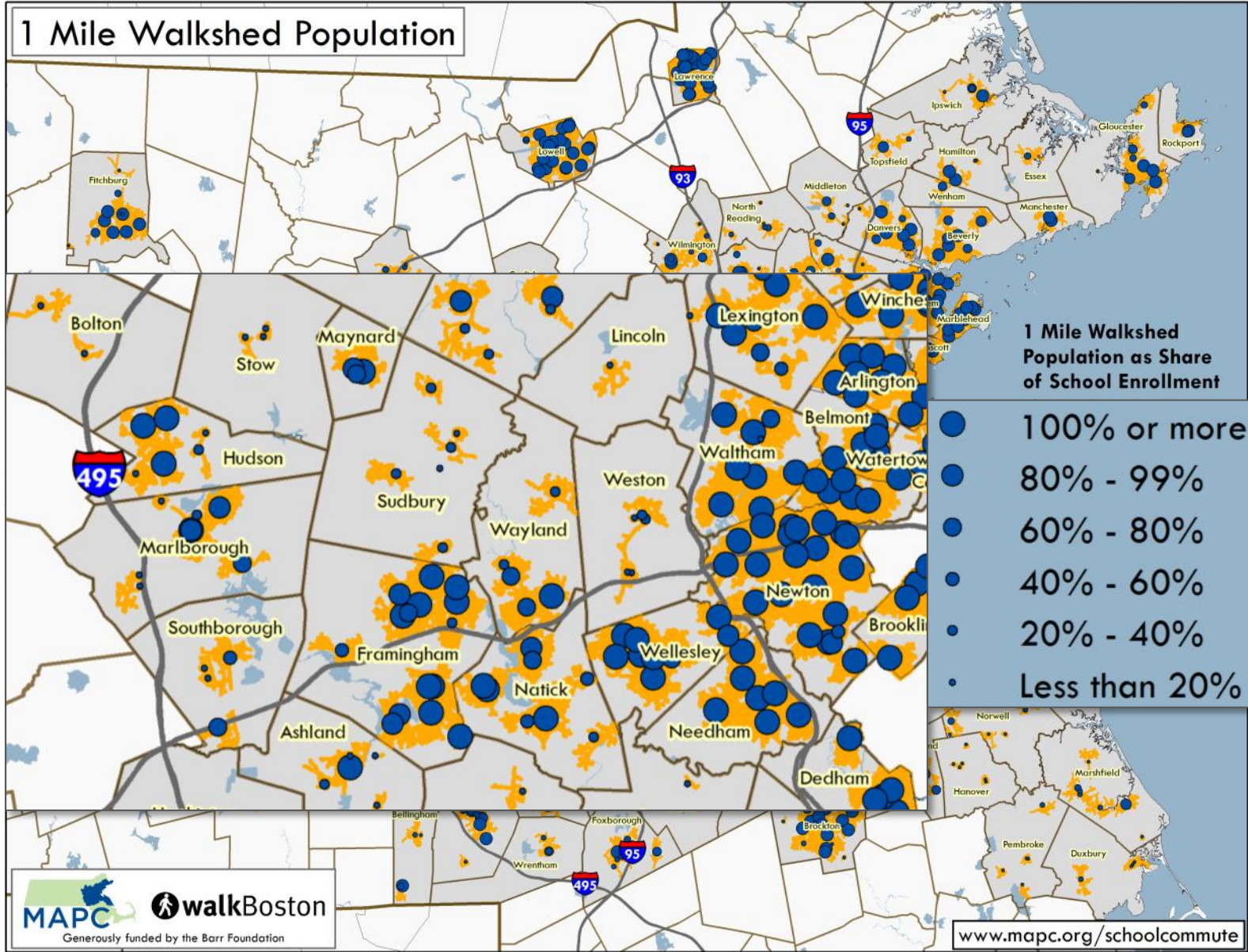
Defining School “Walksheds”



District Walksheds



Walkshed Population



Survey Instrument

6 questions

6 languages

Paper + online

2 pilot tests

51% return rate

Paul Revere School Important School Travel Survey

Dear Parent or Guardian,

Paul Revere School would like to learn how students get to and from school.
This information will be used to plan safe and healthy walking options for students.

The survey will take less than 3 minutes to complete.
Please complete one survey for each child at Paul Revere School by **Friday, May 20**.

Your school earns money when you complete this survey! If surveys are completed for 203 students, WalkBoston (a nonprofit group) will donate \$250 to the school. If surveys are completed for 304 students, WalkBoston will donate \$400!

You can also fill out the survey online at myschoolcommute.org/revere
Please complete EITHER the online survey or this form — NOT BOTH!

1. What grade is your child in? K 1 2 3 4 5 6 7 8

1a. On what day of the month was your child born?

2. What street do you live on?
Name of your street:

Name of nearest cross-street:
(nearest intersection)

3. How does your child get TO school on most days? (choose one)
 School Bus Carpool (with children from other families)
 Bike Walk Other (skateboard, scooter, inline skates, etc.)
 Family Vehicle (only children in your family) Transit (city bus, subway, etc.)

3a: If you selected "family vehicle" or "carpool" for travel to school, do you usually drop off your child on your way to work or another destination?
 Yes No Not applicable

4. How does your child get home FROM school on most days? (choose one)
 School Bus Carpool (with children from other families)
 Bike Walk Other (skateboard, scooter, inline skates, etc.)
 Family Vehicle (only children in your family) Transit (city bus, subway, etc.)

4a: If you selected "family vehicle" or "carpool" for travel home from school, do you usually pick up your child on your way from work or another location?
 Yes No Not applicable

5. How many vehicles do you have in your household?

6. How many people in your household have a driver's license?

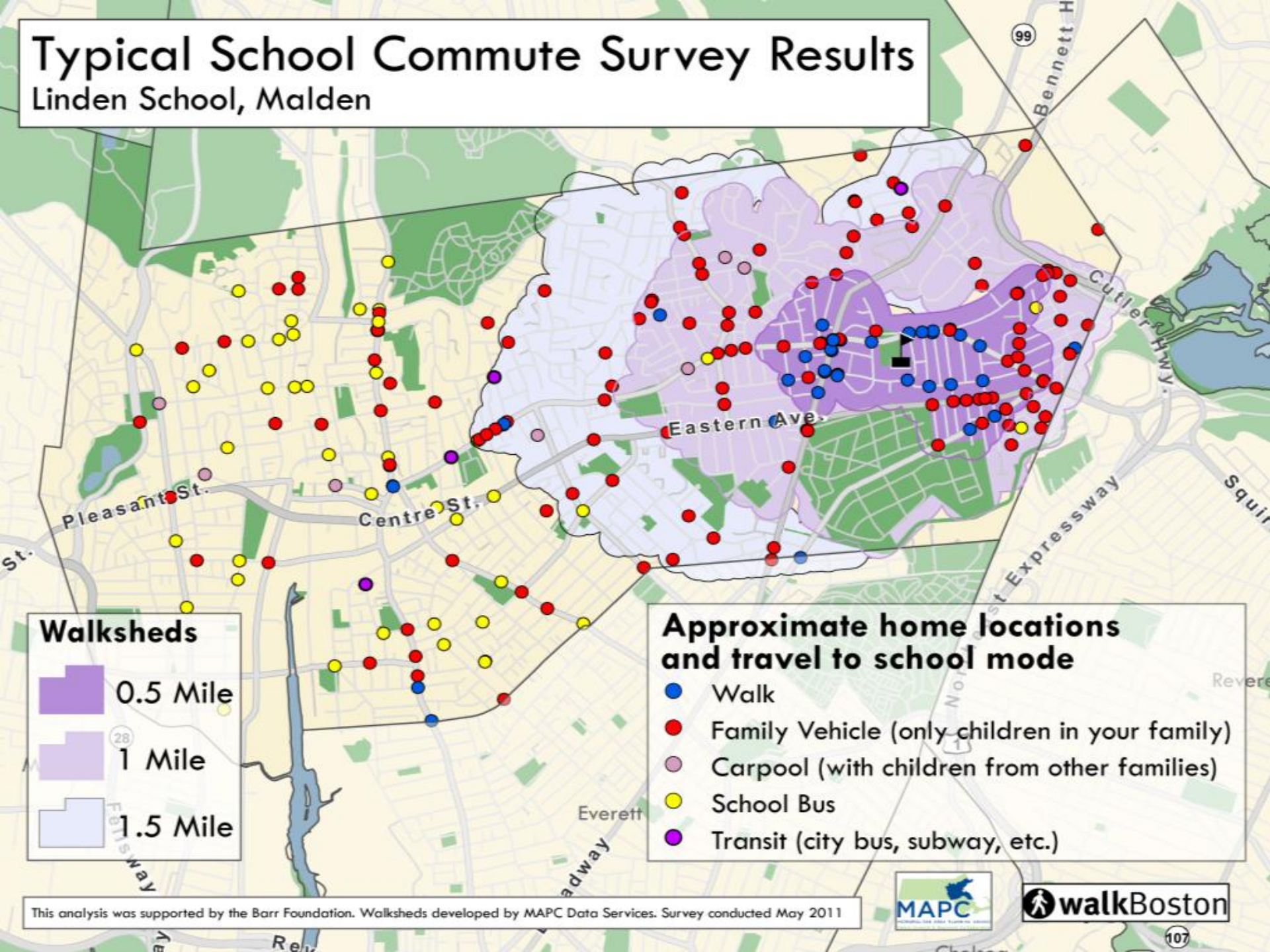
That's all! Thank You!

Al dorso encontrará una traducción de la encuesta al español.
Português: Se for necessário, por favor peça que lhe traduzam este questionário ou visite myschoolcommute.org/revere para responder a uma versão online em português.
Français: Si nécessaire, veuillez faire traduire ce questionnaire sur papier, ou visitez myschoolcommute.org/revere pour répondre à une version en ligne en français.
Tiếng Việt: Nếu cần, hãy cho dịch bản khảo sát ý kiến bằng giấy này hoặc vào trang mạng myschoolcommute.org/revere để hoàn tất bản khảo sát trực tuyến bằng tiếng Việt.
如果必要, 请翻译本问卷或访问 myschoolcommute.org/revere 填写中文网上版本。

RP-2

Typical School Commute Survey Results

Linden School, Malden



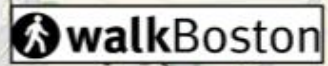
Walksheds

- 0.5 Mile
- 1 Mile
- 1.5 Mile

Approximate home locations and travel to school mode

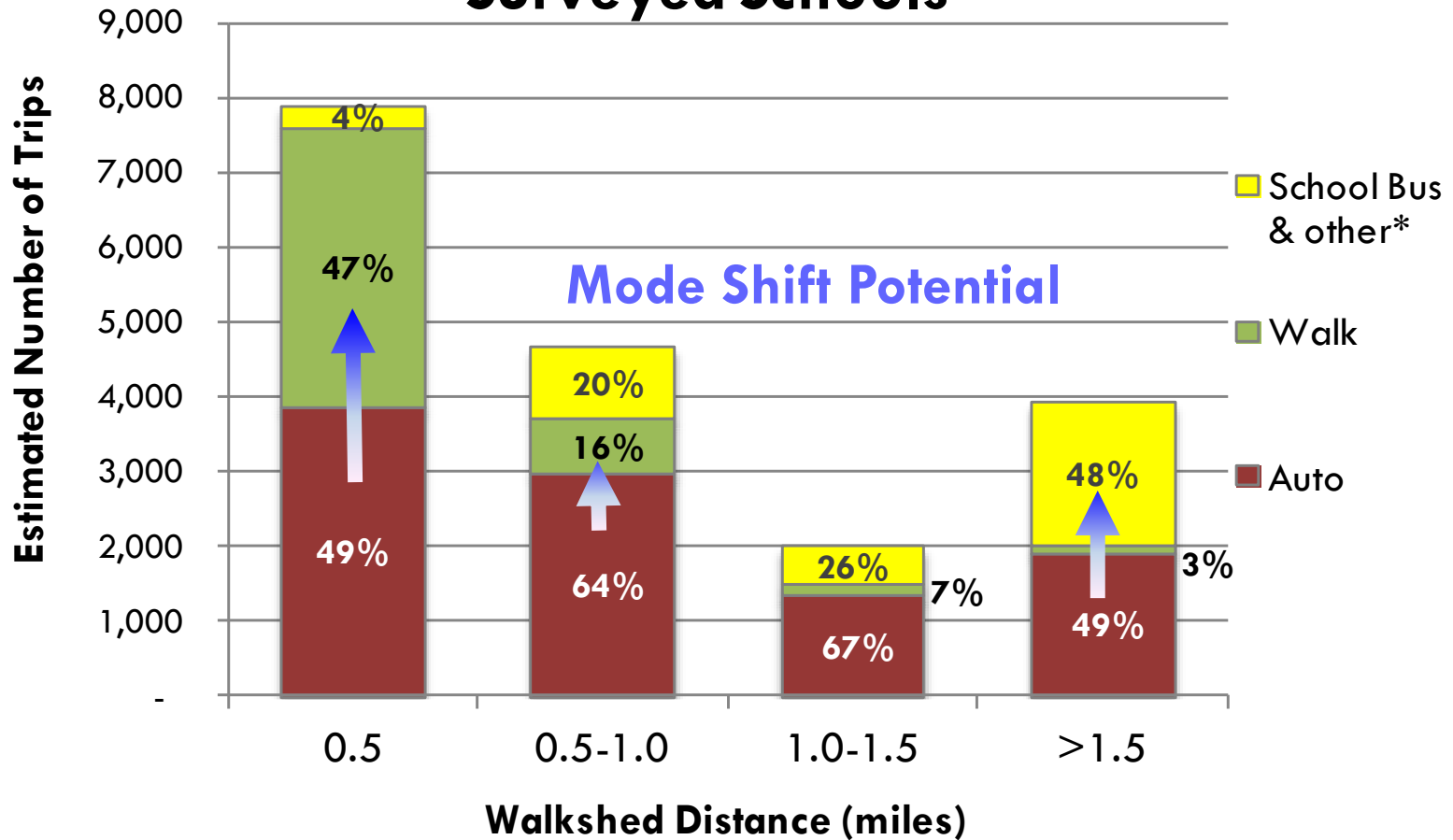
- Walk
- Family Vehicle (only children in your family)
- Carpool (with children from other families)
- School Bus
- Transit (city bus, subway, etc.)

This analysis was supported by the Barr Foundation. Walksheds developed by MAPC Data Services. Survey conducted May 2011



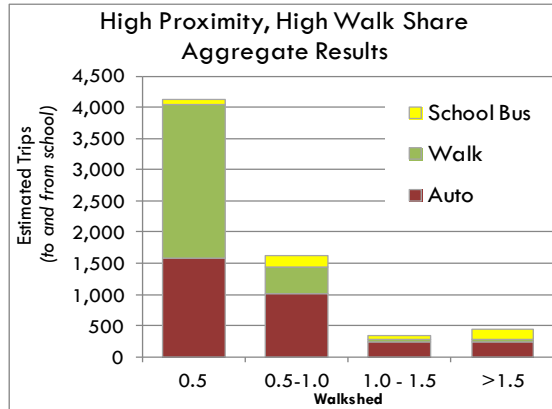
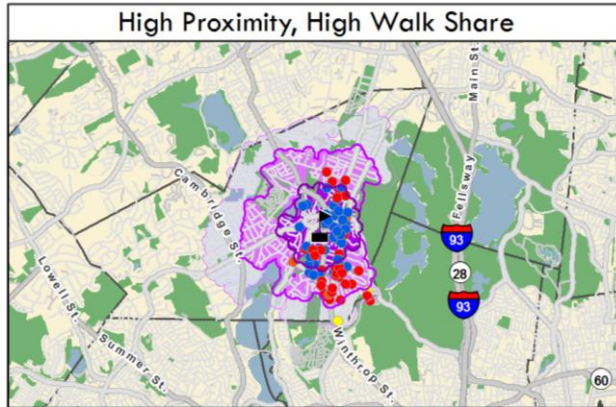
Survey Results

Mode Choice by Walkshed, Surveyed Schools



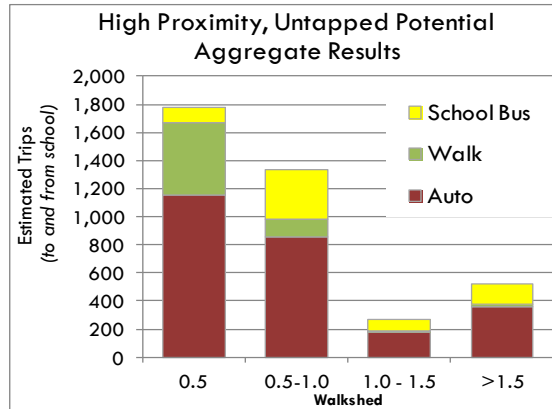
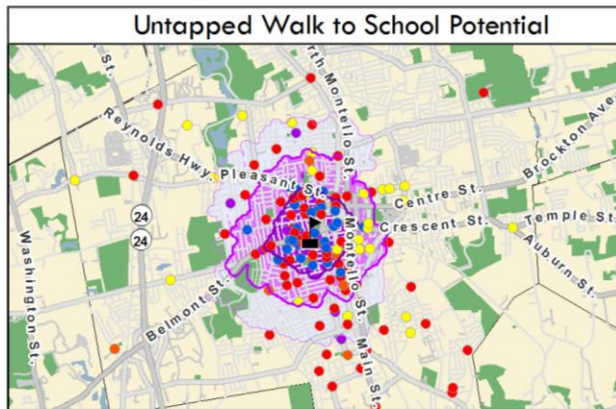
* "Walk" also include bike commutes. "Auto" includes carpool. "Other" includes transit (city bus or subway), skateboard, scooter, inline skates, and other unspecified modes; the "other" category comprised fewer than 5% of estimated trips for all survey schools.

School Commute Profiles



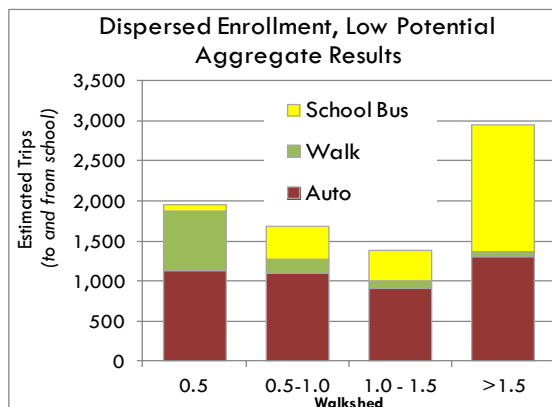
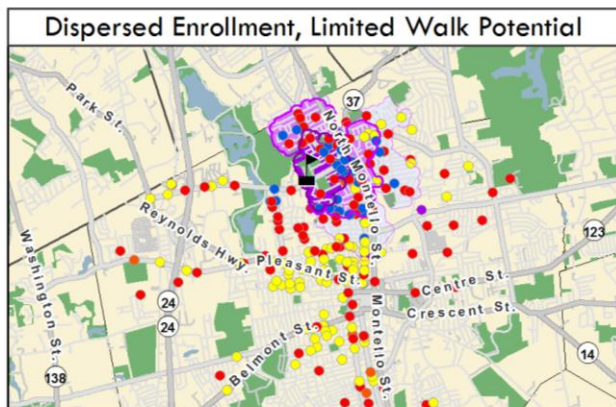
Students in 1-mile walkshed:
more than 75%

Walk/bike mode share:
35% - 55%



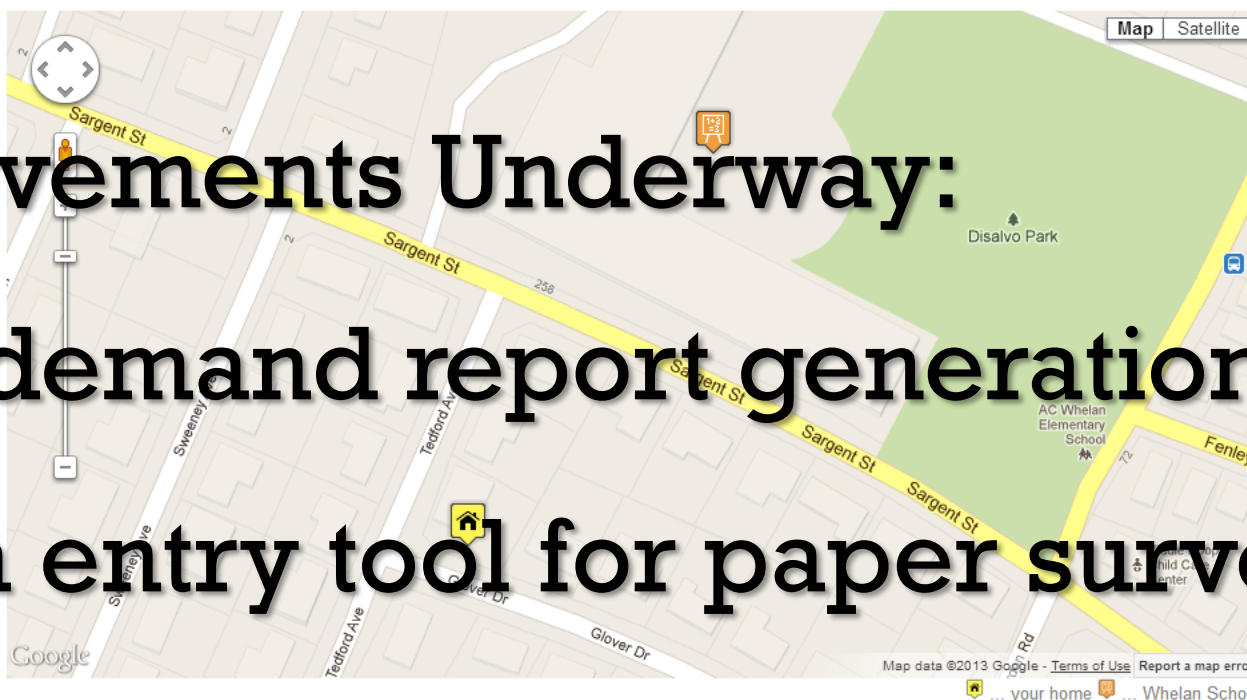
Students in 1-mile walkshed:
more than 75%

Walk/bike mode share:
less than 25%



Students in 1-mile walkshed:
35% - 55%

Walk/bike mode share:
Less than 25%



Improvements Underway:

- On-demand report generation
- Data entry tool for paper surveys
- District staff user accounts
- Addition of 2.0 mile “Bikeshed”

Name of nearest cross-street:

What grade is your child in? (required)

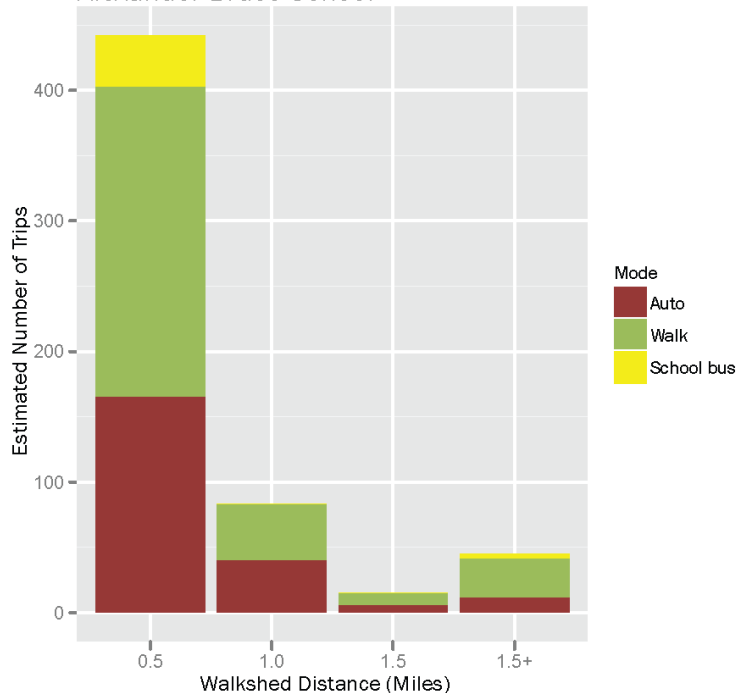
How does your child get TO school on most days? (required)

At parent-teacher night on December 11, 2012,

parents at Alexander Bruce School in Lawrence, MA, answered survey questions about how their children traveled to school. The survey represents 200 out of 585 students at Alexander Bruce, a 34% response rate. This report briefly summarizes the findings.

Over half of Alexander Bruce students travel to school by school bus, public transit, walking, and other non-motorized modes of transportation. Walking is the most common mode both in the morning and afternoon. It is also the most common in every walkshed, even among students with commutes over 1.5 miles. Despite high walking rates, there is significant opportunity for mode shift, as 38% of students within a half-mile from Alexander Bruce drive to school.

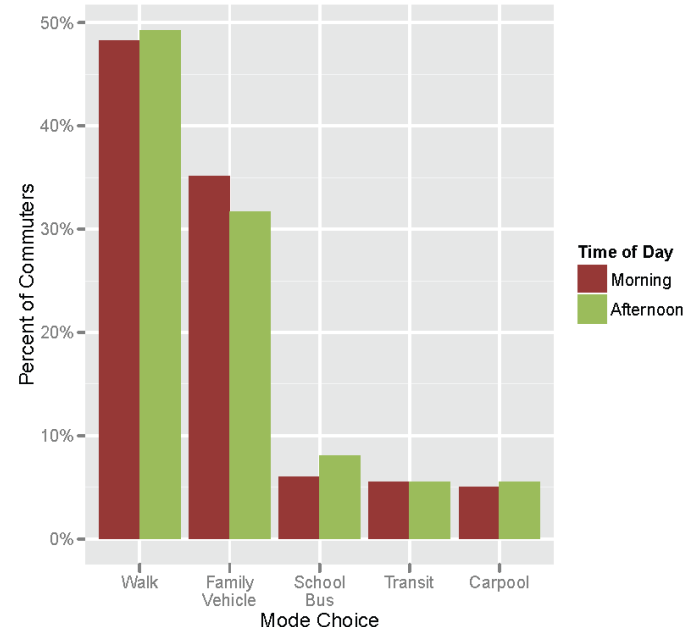
Daily Trips by Mode and Walkshed
Alexander Bruce School



Commuters By Mode and Walkshed, Alexander Bruce School				
Distance (in Miles)	0.5	1.0	1.5	1.5+
Percent Commuters By Mode:				
Auto	38%	48%	40%	27%
Carpool	5%	5%	20%	0%
Family vehicle	32%	43%	20%	27%
Carpool, enroute	1%	0%	0%	0%
Carpool, dedicated trip	4%	5%	20%	0%
Family vehicle, enroute	18%	14%	0%	13%
Family vehicle, dedicated trip	15%	29%	20%	13%
Other*	54%	52%	60%	67%
Estimated Commuters By Mode:				
Auto	163	40	6	12
Carpool	24	4	3	0
Family vehicle	140	35	3	12
Carpool, enroute	6	0	0	0
Carpool, dedicated trip	18	4	3	0
Family vehicle, enroute	76	11	0	6
Family vehicle, dedicated trip	63	24	3	6
Other*	234	43	9	29

*"Other" includes school bus, public transit, and non-motorized modes.

Morning and Afternoon Mode Choice
Alexander Bruce School



Thank You!

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