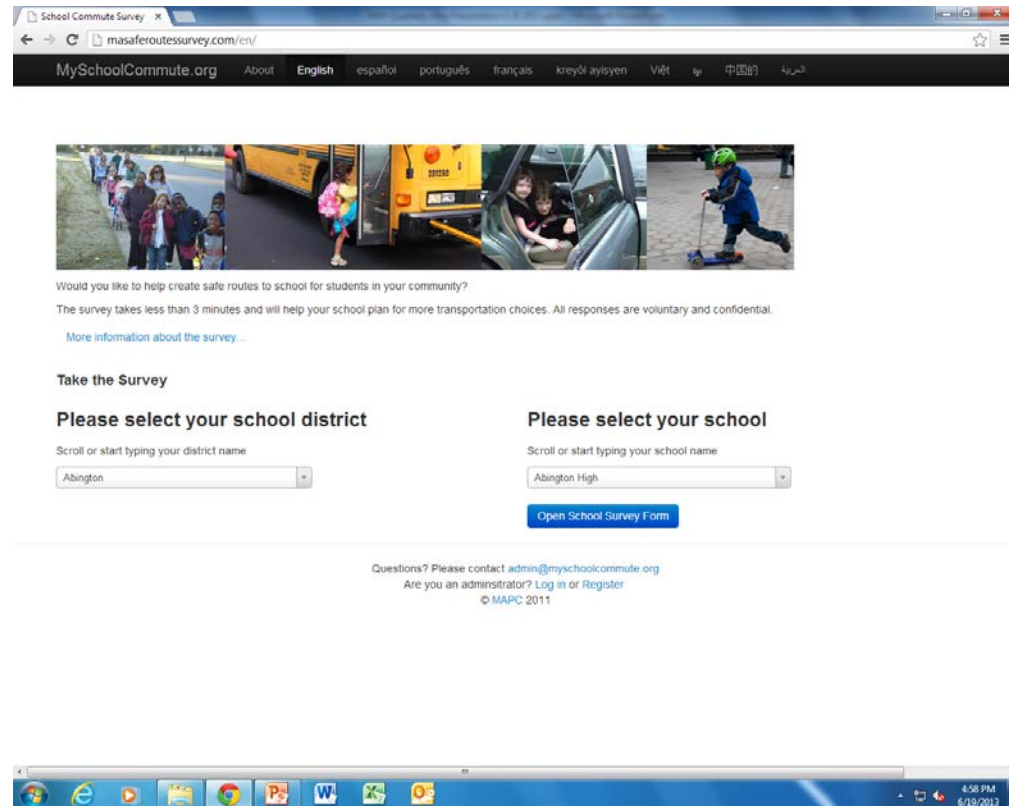




# Massachusetts Safe Routes to School Survey Tool

# Parent Survey

- 3-minute survey
- Available in nine languages
- Online and paper version available
- 6 Questions:
  - Home location
  - Child's grade
  - Mode to/from school
  - # of vehicles & licensed drivers in household



The screenshot shows the MySchoolCommute.org website. The browser address bar displays 'masaferoutesurvey.com/en/'. The website header includes the 'MySchoolCommute.org' logo and navigation links for 'About' and 'English', along with language options: 'español', 'portugués', 'français', 'kreyòl ayisyen', 'Việt', 'ti', '中文的', and 'العربية'. Below the header is a banner image showing children walking, a school bus, a car with a ramp, and a child on a scooter. The main content area asks 'Would you like to help create safe routes to school for students in your community?' and states 'The survey takes less than 3 minutes and will help your school plan for more transportation choices. All responses are voluntary and confidential.' A link for 'More information about the survey...' is provided. The 'Take the Survey' section contains two dropdown menus: 'Please select your school district' (with 'Abington' selected) and 'Please select your school' (with 'Abington High' selected). A blue button labeled 'Open School Survey Form' is located below the school selection menu. At the bottom, there is contact information: 'Questions? Please contact admin@myschoolcommute.org', 'Are you an administrator? Log in or Register', and '© MAPC 2011'. The Windows taskbar at the bottom shows the time as 4:58 PM on 6/18/2013.



# History

- MAPC & WalkBoston collaboration to launch MySchoolCommute.org
  - Online survey tool
  - Walkshed analysis
- *Kids are Commuters Too!* Report
- MassDOT Expansion



# MassDOT Expansion

- Statewide implementation
- Fully-automated administrative functionality
- Inclusion of 2.0 mile “bikeshed”
- Implementation assistance
- Supplemental materials



# MA Safe Routes Survey.com

# MA Safe Routes Survey.org



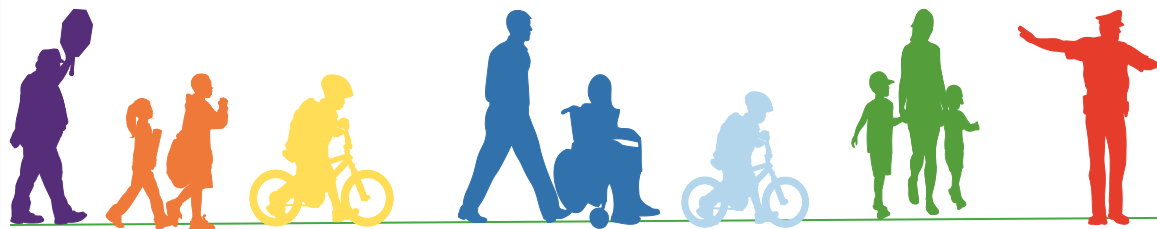
# Administrative Features

- Ability to create an administrative account
- Activate a school survey with a unique URL
- Data entry for paper surveys
- Generate reports and data with tables, charts, and maps



# Materials

- Marketing materials
  - Newsletter/email blasts
  - Flyers/posters
  - Tips sheets
  - Cover letter for paper survey
- Administrator how to documents
- Incentive structure
- Tracking and communication protocol



# Timeline

- Full launch in Fall 2013
- Summer 2013
  - Development of supporting materials
  - Approvals for incentive structures
  - MA SRTS Staff and Mass in Motion Coordinator training





# Questions?

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