Wendi Kallins Marin Safe Routes to Schools Marin County, CA

Show me the Money:
Finding Local Funding Sources for Safe Routes to Schools
Thursday, October 4, 2012

Policy Success



- •20 year Sales Tax
- •11% dedicated to Safe Access to Schools
- •Funds program, crossing guards and infrastructure

The Campaign

- •Fourth try for a Transportation Sales tax in Marin
- •In California need 2/3 majority
- •Safe Routes to Schools program already known from the pilot program
- •SR2S Polled highest of all the other categories
- •MCBC was a key partner in the campaign
- •Sales tax won by 72%



Champions and Partners



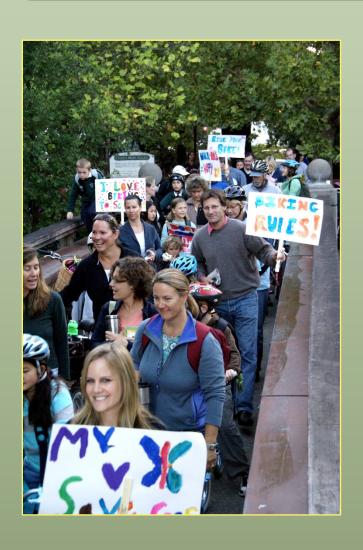
- •Broad coalition supported the tax
 - •Transit
 - •Highway
 - •Roads
 - •Walking and biking
 - •Schools
- •CMA Leadership championed SR2S

Lessons Learned

- •Taxes are never an easy sell
- •Transportation and School taxes tend to have the best chance of passage
- •SR2S combined transportation with school interests
- •Have your advocates be a constant presence at all meetings
- •Make sure SR2S is included in polling
- Local money means local control



What's Next



- •SR2S Task Forces have created strong relationships
- •The schools have come to rely on SR2S for classroom lessons and alleviating traffic congestion
- Comprehensive policies
- •PTA SR2S Committees
- •Looking for more ways to institutionalize