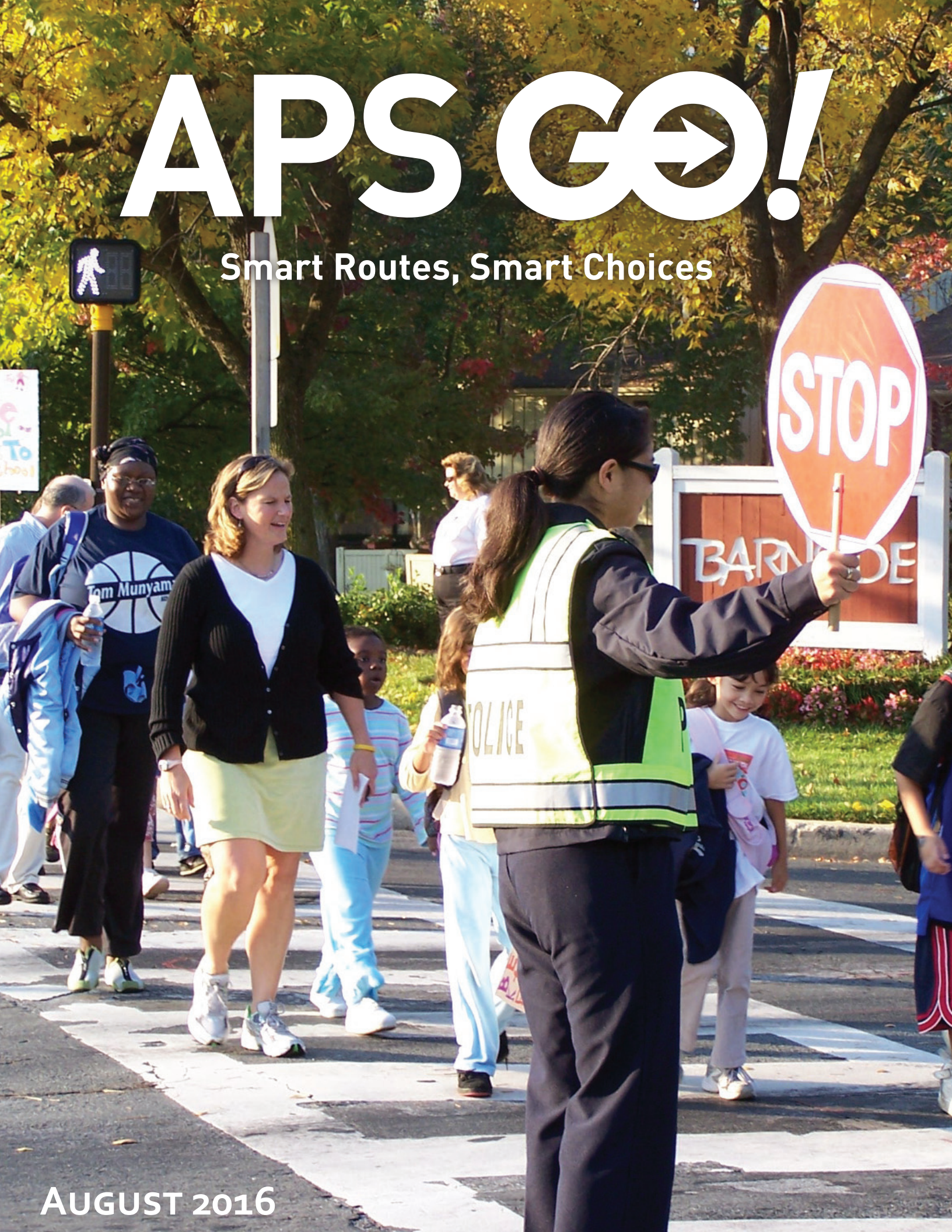


APS GO!

Smart Routes, Smart Choices



AUGUST 2016

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INTRODUCTION



WHY THIS PLAN?

Arlington County is renowned for having an exceptional transportation system and for taking proactive steps to encourage people who live, work or commute in the County to walk, bike, take mass transit, or carpool. Arlington is designated as a Silver Level Bicycle Friendly Community, and is one of only 15 communities in the United States that is designated as a Gold Level Walk Friendly Community. More than 32,000 Arlingtonians take transit to work each day using METRO, ART buses or other transit services, putting the community in the top tier of U.S. cities when it comes to “green” commuting.

The high quality-of-life that exists in Arlington has not gone unnoticed. The County population is growing rapidly, putting a strain on public resources including the school district. Arlington Public Schools (APS) has projected that student enrollment will reach 30,000 students by 2021 and will continue to grow beyond that point. Facing this growth, APS has launched an aggressive campaign branded as More Seats for More Students, through which the Superintendent and School Board are actively planning for new and expanded schools.

A growing school district means an ever-increasing need for school-related transportation services. More students mean more staff, school buses and trips to and from schools each day. There are significant challenges associated with these growing transportation demands, including community impacts related to traffic and parking, and financial impacts related to APS’s capital and operating budget.

Over the past three years, APS has launched a first-of-its-kind program to proactively tackle these challenges through an initiative known as **Transportation Demand Management (TDM)**. TDM involves a range of strategies designed to raise awareness and provide incentives, information and encouragement related to active and green travel modes like walking, biking, transit, car/vanpooling, and school buses. APS Go! is the transportation demand management program for Arlington Public Schools. The program focuses on the transportation needs of all students and staff, while also considering the broader interests of the communities located around APS sites.

APS Go! CONSIDERS:





Arlington Public Schools views transportation as an integral component of its mission, which is to “instill a love of learning in its students and prepare them to be responsible and productive global citizens.” APS *Go!* is also aligned with several of APS’s core values, including:

Collaboration. We support relationships among students, staff, families and the community that ensure effective communication and promote opportunities to benefit our students.

Accountability. We take responsibility for our progress through transparent evaluation of student success, staff quality and management of the community’s resources.

Sustainability. We practice stewardship of economic and environmental resources, meeting our current needs without compromising the ability of future generations to meet their needs.

APS *Go!* is also a reflection of the strong partnership that exists between APS and Arlington County. APS works closely with Arlington County staff and the community to evaluate the transportation system surrounding school sites and to identify possible improvements focused on access and safety. Also, consistent with the County’s Master Transportation Plan, Arlington County requires a site-specific TDM plan as part of each new school design and construction project. APS *Go!* provides a strategic framework for the entire school district that can inform individual school TDM Plans as well as future programs and projects. It aims to help APS prioritize opportunities related to TDM at a district level, and to prevent each school from having to reinvent the wheel related to TDM plan and program requirements.

Why this Plan?

TRANSPORTATION QUICK FACTS



Similar programs have estimated a safety benefit of up to a 49% decrease in childhood bicycle and pedestrian collision rates



APS's annual budget for school transportation is nearly \$16M, or more than \$650 per student per year

Physical activity like walking or biking to school supports improved student performance



Each parking space costs between \$15,000–\$75,000 to construct



Employer-led TDM programs around the U.S. have resulted in 4–24% decreases in driving by employees



Children exposed to significant traffic pollution are more likely to have asthma, permanent lung deficits, and a higher risk of heart and lung problems as adults



Students who are active on the way to school tend to be more alert and engaged in learning during the school day



In 2009, American families drove 30 billion miles taking their children to and from schools, representing 10–14% of traffic on the road during the morning commute



Sources:
Arlington Public Schools
National Safe Routes to School Partnership
Smart Growth America

PLAN PROCESS

The APS *Go!* Plan and resulting program were developed through a data-driven process that involved staff, students, parents, school administrators and community members. The first and most intensive phase of the project was an exhaustive analysis of transportation-related data, which was used for the existing conditions analysis presented in the next section. Findings from the existing conditions analysis were used to develop goals, objectives, performance measures and ultimately, recommended strategies. The section below provides more detail about key phases of the process.

1. Analysis of Existing Data and Site Conditions:

The project team conducted field work at 41 sites including schools, special programs and administrative offices. Team members analyzed existing data related to school boundaries, arrival/dismissal times, Extended Day and other special programs, transportation budgets, and existing TDM programs.

2. Transportation Surveys of APS Students, Parents and Staff:

Four separate surveys were conducted in 2013 and 2014, to gather data about the current travel habits and needs of the APS community. Surveys were administered in online and paper formats, in English and Spanish.

3. National Review of Best Practices:

The project team researched other school district and employer-run TDM programs around the country to identify best practices from comparable communities.

4. Greenhouse Gas Emission Analysis:

Existing

transportation data was used to conduct a greenhouse gas emission inventory for APS schools and sites.

5. APS Policy Review:

The project team reviewed school district policies and goals related to transportation, health, environmental sustainability and safety.

6. Development of Goals and Objectives and Performance Measures:

Drawing on examples from other places, the team developed a framework that articulates the objectives of APS *Go!* and creates a process for tracking progress over time.

7. Development of Strategies:

The project team worked closely with APS staff and other partners to identify strategies that will allow APS to accomplish the goals of APS *Go!*

More information and detailed findings from the phases 1 – 5 are available at <https://www.apsva.us/aps-go/>.



At strategic points during the development of this plan, the project team gathered input from the APS Multimodal Transportation and Student Safety Special Committee (MTSSSC), a group formed by the School Board to provide recommendations on topics related to transportation. The MTSSSC met from January 2013 to June 2014. As one facet of its broader work, the committee provided significant input on the survey process, goals and objectives of this plan. The MTSSSC's recommendations to the School Board are available at <https://www.apsva.us/multimodal-transportation-and-student-safety-special-committee/>.

In late 2014, the APS *Go!* initiative received a hearty boost via a new partnership with Arlington Transportation Partners (ATP), a consulting organization that implements transportation demand management programs for Arlington businesses on behalf of the County. ATP received a grant focused on supporting the launch of APS *Go!* programs and rapidly began implementing concepts stemming from this planning process. For that reason, this plan serves as documentation of the APS *Go!* process and strategies, as well as a progress report on early actions already underway thanks to ATP.

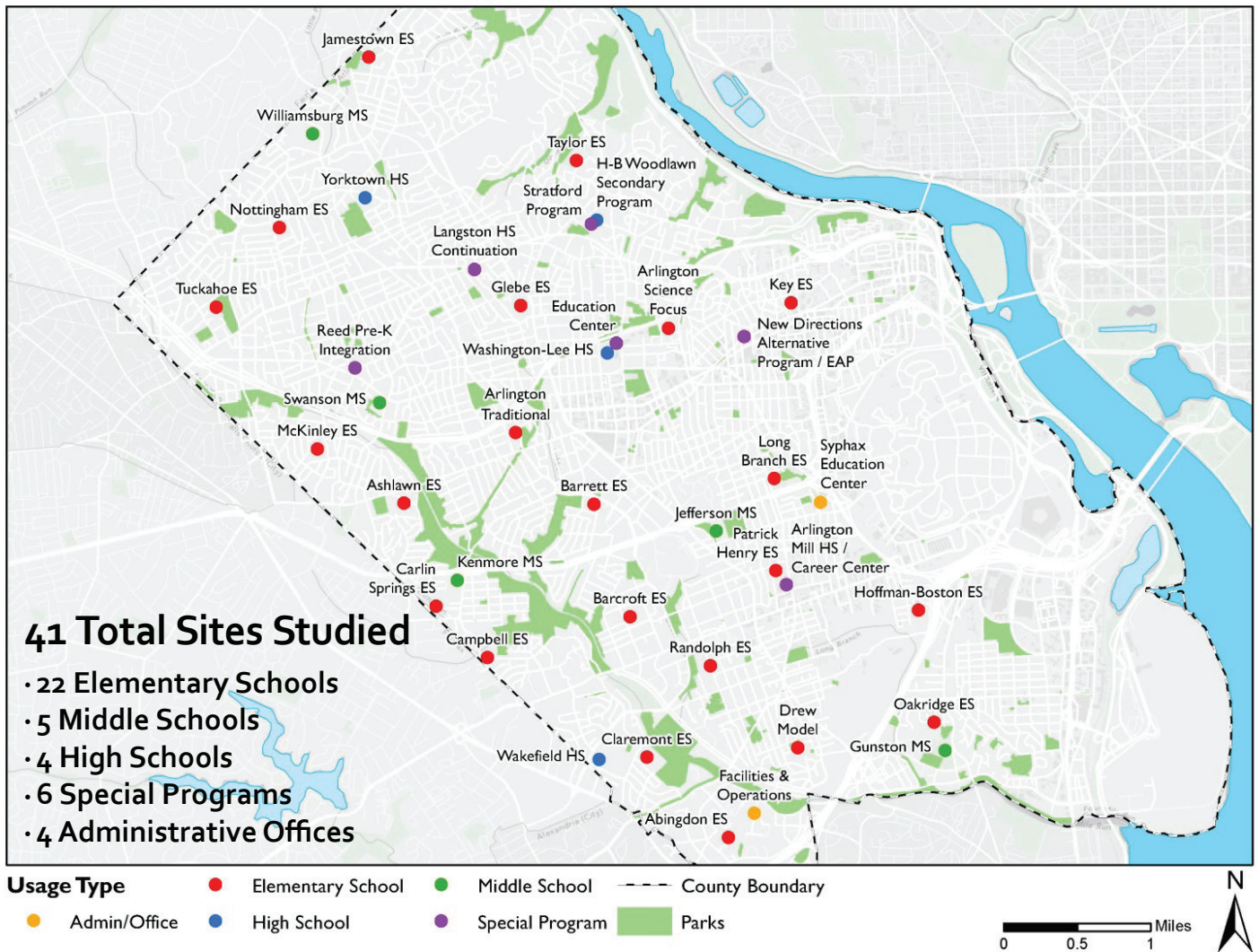


FIGURE 1. MAP OF FACILITIES EVALUATED AS PART OF APS GO!

EXISTING CONDITIONS



EXISTING CONDITIONS

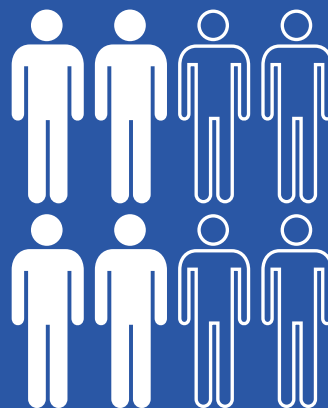
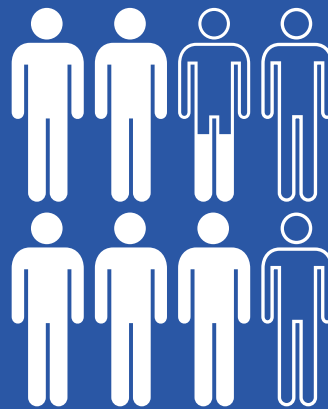
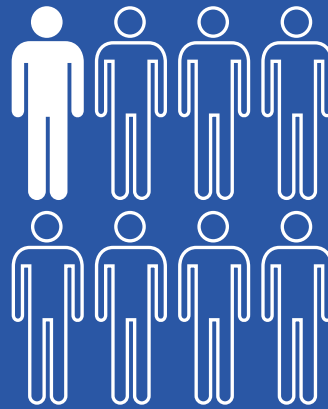
Existing conditions were evaluated based on data provided by the APS Facilities and Operations Department and through four transportation surveys targeting key members of the APS community:

- The **Staff Survey** included all APS staff categories and received a 51.4% response rate.
- The **Parent Survey** was offered in paper format and online, in both English and Spanish, and received a 30.1% response rate.
- The **Student Travel Tally** is a show-of-hands survey of Pre-Kindergarten through 10th grade students. All APS schools including a total of 606 classrooms participated in the Student Travel Tally in Fall 2014.
- The **Older Student Survey** targeted a sample population of 11th and 12th grade students who were identified to be representative of all APS students in terms of race and ethnicity. Out of the survey sample group, 88% responded.

A detailed review of the survey effort and responses is available on the APS Go! Website (<https://www.apsva.us/aps-go/>). Overall, these surveys indicated that approximately one in eight staff respondents accessed their APS work site using a “green” mode of transportation (i.e., public transit, walking, biking, carpool/vanpool), while about two-thirds of students in grades PreK-10 and half of students in grades 11 and 12 got to and from school using a green mode (which for students also includes a school bus).

USE OF “GREEN” TRAVEL MODES TO GET TO SCHOOL

2014 SURVEYS



STUDENT TRAVEL

Overall, students are most likely to ride the school bus, drive or be driven to school by a parent/guardian. Despite the school bus being the most common travel mode for students Pre-K - 10th grade, data indicates that only about 60% of bus-eligible students actually ride the bus. Not surprisingly, students in grades 11 and 12 are more likely to ride public transit, carpool, or bike than younger students, while students in grades PreK-10 are more likely to ride the school bus and walk (Figure 2).

The surveys asked students and parents about the factors that influence their travel habits (or those of their children, in the case of the parent survey). The factors most often selected as “very important” in the decision not to use green travel modes for student travel more frequently are shown in Figure 3.

Last, the parent surveys also asked, “How would you like your child to travel to/from school ideally?” A similar question was asked of the older students about how they would ideally like to get to school. As shown in

Figure 4, walking and riding the school bus were the leading responses from parents, whereas the majority of older students selected “drive.”

APS currently encourages walking and biking to school through a division-wide Safe Routes to School program, which helps to coordinate encouragement activities such as International Walk to School Day, National Bike to School Day, etc. APS also provides bicycle racks at all schools and has worked to improve walking and bicycling conditions at APS schools as part of school renovation, expansion, and construction projects.

APS encourages students in middle and high school to use public transportation through the iRide SmartTrip program. The program, which is offered in partnership with Arlington Transit (ART), provides half-price fares on ART buses to middle and high school students with iRide SmartTrip cards. During the first year of the program, ART sold 435 iRide SmartTrip cards that were used for 4,714 total bus trips (approximately 943 trips per month).

FIGURE 2: TRAVEL MODE BY PERCENTAGE OF RESPONDENTS TO PARENT SURVEY AND 11TH/12TH GRADE SURVEY

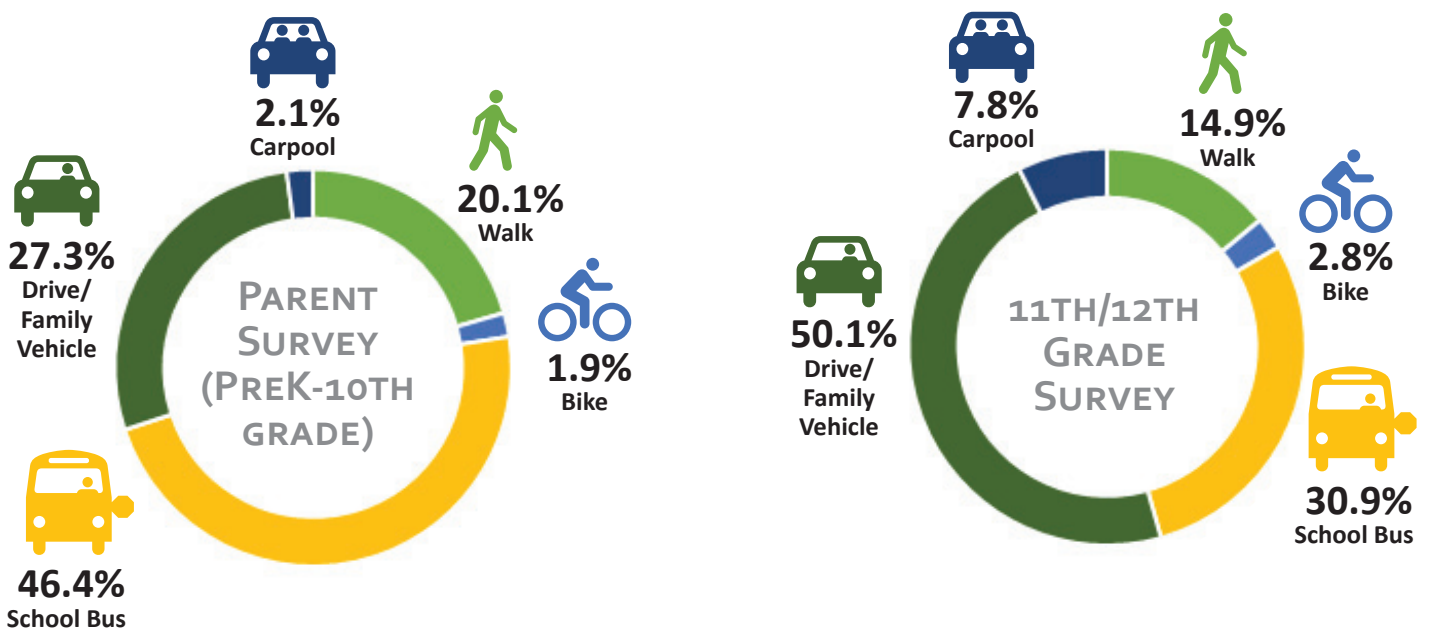


FIGURE 3: TOP FIVE DECISION FACTORS USED TO DETERMINE TRAVEL MODE TO SCHOOL

		PARENT SURVEY	11TH/12TH GRADE SURVEY
SURVEY QUESTION		“How important are the following factors in your decision not to let your child (Walk/Bike/Take the School Bus/Ride Transit) to/from school more frequently?”	“How important are the following factors in your decision not to (Walk/Bike/Take the School Bus/Ride Transit) to/from school more frequently?”
RESPONSES BY MODE	SCHOOL BUS	<ol style="list-style-type: none"> 1. School is on the way to another destination 2. Bus schedule is not convenient 3. After school activities 4. Prefer other travel options 5. Weather or climate 	<ol style="list-style-type: none"> 1. Prefer other travel options 2. Other options are more convenient 3. After school activities 4. Bus schedule is not convenient 5. Bus stops are not conveniently located
	WALKING/ BICYCLING	<ol style="list-style-type: none"> 1. Speed of traffic along route 2. Amount of traffic along route 3. Safety of intersections and crossings 4. Distance 5. Child’s age 	<ol style="list-style-type: none"> 1. Distance 2. Other options are more convenient 3. Prefer other travel options 4. Weather or climate 5. Heavy/bulky items to carry
	PUBLIC TRANSIT	The parent survey did not include this question	<ol style="list-style-type: none"> 1. Prefer other travel options 2. Other options are more convenient 3. Cost 4. Public transit schedule is not convenient 5. After school activities

FIGURE 4: WHAT IS YOUR IDEAL TRAVEL MODE TO SCHOOL (OR THAT FOR YOUR CHILD)?

MODE	PARENT SURVEY	11TH/12TH GRADE SURVEY
WALK	27%	14%
RIDE SCHOOL BUS	57%	22%
BIKE	7%	7%
DRIVEN BY A PARENT OR GUARDIAN	6%	18%
RIDE PUBLIC TRANSIT	1%	3%
CARPPOOL	1%	5%
OTHER	0.4%	0%
DRIVE	(N/A)	61%

STAFF TRAVEL

The vast majority of APS staff members travel to and from their APS work location in a single-occupancy vehicle, with walking and public transit the most common of the green travel modes (Figure 5). The factors most often selected as “very important” in the decision not to use green travel modes more frequently are shown in Figure 6.

APS currently encourages staff to use green travel modes through a Flexible Spending Account (FSA) Qualified Transportation Benefits Program and a direct TDM Incentive Program. The FSA Qualified Transportation Benefits Program enables APS staff to deduct up to \$255 per month pretax for vanpool, transit expenses and qualified parking expenses, including

parking at work or at transit/carpool pick-up locations. The direct TDM Incentive Program provides a subsidy of \$60 per month to staff who travel to their APS work location by transit, walking, biking or Segway, or who participate in a car or vanpool with three or more members. The direct TDM Incentive Program also offers staff \$30 per month for carpools with two members.

In 2015, the direct TDM Incentive Program was only available to staff at a subset of schools, totaling approximately 43% of all APS staff. At that time, only about 15% of eligible staff were taking advantage of the program. However, eligibility for the program changed in 2016. More details on this are provided in the Strategies section of this Plan.



FIGURE 5: TRAVEL MODE TO/FROM WORK BY % OF APS STAFF

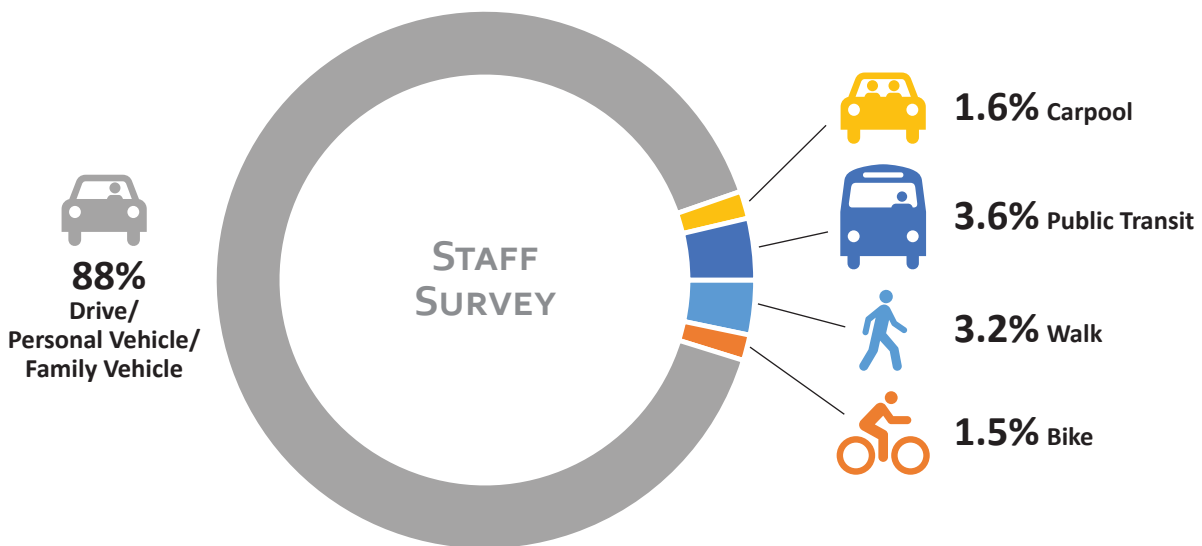


FIGURE 6: STAFF TOP 5 DECISION FACTORS USED TO DETERMINE TRAVEL MODE TO WORK

“HOW IMPORTANT ARE THE FOLLOWING FACTORS IN YOUR DECISION NOT TO (WALK/BIKE/TAKE THE SCHOOL BUS/RIDE TRANSIT) TO/FROM SCHOOL MORE FREQUENTLY?”	
PUBLIC TRANSIT	<ol style="list-style-type: none"> 1. CONVENIENCE TO APS WORK LOCATION 2. TRIP DURATION 3. CONVENIENCE TO OTHER DESTINATIONS (E.G., HOME, ERRANDS) 4. STOPS/STATIONS TOO FAR AWAY 5. HEAVY/BULKY ITEMS TO CARRY
WALK	<ol style="list-style-type: none"> 1. TRIP DISTANCE 2. TRIP DURATION 3. CONVENIENCE 4. HEAVY OR BULKY ITEMS TO CARRY 5. WEATHER OR CLIMATE
BIKE	<ol style="list-style-type: none"> 1. TRIP DISTANCE 2. TRIP DURATION 3. HEAVY OR BULKY ITEMS TO CARRY 4. WEATHER OR CLIMATE 5. CONVENIENCE
CARPOOL	<ol style="list-style-type: none"> 1. DIFFICULTY OF COORDINATING 2. CONVENIENCE 3. NEED CAR FOR TRAVEL DURING WORK 4. TRIP DISTANCE 5. TRIP DURATION

PARKING

There are over 3,000 parking spaces on APS property occupying space that is approximately equivalent to five football fields. About 93% of these spaces are set aside for APS staff, with the remainder allocated to students, visitors and persons with disabilities. In addition, APS leases parking spaces for staff at some facilities, which has direct cost implications for the school district.

APS does not charge staff to park on APS property, and almost four in five APS staff members who drive park in lots located on APS property. APS does charge students to park in lots on APS sites at rates ranging from \$25 per year at Wakefield to \$45 and \$50 per year at Yorktown and Washington Lee, respectively. About 50% of students who drive to these schools report parking off-campus.

FIGURE 8: "IF YOU DRIVE TO SCHOOL, WHERE DO YOU PARK?"

LOCATION	STAFF	11TH & 12TH GRADE STUDENTS
PARKING LOT ON APS PROPERTY	78.4%	50.3%
OTHER PARKING LOT	3.8%	4.8%
ON-STREET PARKING	17.8%	44.9%



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GOALS AND OBJECTIVES



GOALS AND OBJECTIVES

This section presents a policy framework for the APS *Go!* program, starting with a broader Transportation Philosophy that applies beyond this plan to the entire APS transportation division. There are several Fundamental Prerequisites that will be the primary considerations in all activities related to APS *Go!*, followed by a series of more specific Goals and Objectives. This policy framework was developed by the project team in APS's Facilities and Operations Department, with input from the Superintendent of Schools, the Multimodal Transportation and Student Safety Special Committee, and the School Board.

TRANSPORTATION PHILOSOPHY

This statement serves as the guiding principle for this plan and for APS's transportation program:

APS will provide safe, efficient, and convenient transportation choices, which recognize the diverse needs of families and staff, strive to reduce traffic congestion and emissions around schools and their neighborhoods, and promote healthy living and learning.

FUNDAMENTAL PREREQUISITES FOR APS *Go!* STRATEGIES

The following themes are central to all transportation decisions at APS. Rather than identifying individual goals and objectives on these themes, this plan recognizes the following as “fundamental prerequisites” of all future APS *Go!* Strategies.

1) Safety

The APS *Go!* initiative will emphasize safety and promote safe behavior among the APS Community (students, parents, staff and visitors) as they travel to and from APS sites.

2) Equity

The APS *Go!* initiative will increase transportation choices for members of the APS Community from diverse backgrounds, at varying income levels, and from all APS schools and facilities.

GOALS AND OBJECTIVES

The following goals are broad statements of what APS aims to achieve through APS Go! Objectives are measurable statements that break down goals into focused areas.

GOAL 1:

Maximize sustainable transportation choices while minimizing single-family and single-occupancy vehicle travel.
.....

Objective: Increase awareness of sustainable transportation choices among the APS Community.

Objective: Increase walking, biking and carpooling among those traveling to and from APS facilities.

Objective: Increase school bus utilization by bus-eligible students.

Objective: Increase the use of public transit for travel to and from APS facilities by staff and students.

GOAL 2:

Support a culture of multimodal transportation and safe travel behavior.
.....

Objective: Engage with the entire APS Community on transportation issues.

Objective: Increase awareness of and participation in Safe Routes to School programs at APS schools.

Objective: Increase awareness of and participation in staff TDM programs.

Objective: Maximize opportunities to establish lifelong skills and behavior related to sustainable transportation and safe travel.

Objective: Increase collaboration between APS, Arlington County and ART.

GOAL 3:

Maximize the value of every dollar spent on transportation.
.....

Objective: Decrease empty seats on school buses.

Objective: Continuously improve the value provided by the APS multimodal transportation system by using data to inform decision-making and planning.

Objective: Develop efficient, clear and measurable organizational practices related to APS Go!

Objective: Develop community partnerships to maximize the benefits and efficiency of the APS multimodal transportation system.

Objective: Reduce parking demand at APS facilities.

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STRATEGIES



STRATEGIES

Employers and communities around the United States have piloted thousands of different TDM strategies ranging from competitions between employees to cash incentives, annual commuter fairs, and much more. Although the program specifics vary from place to place, the most successful TDM programs have two characteristics: 1) they are dynamic - testing strategies, tracking impacts, and making adjustments as needed, and 2) they are managed by dedicated staff who are responsible for overseeing, promoting and sustaining the program.



APS Go! recommends a finite number of customized strategies that are directly aligned with identified goals and objectives, and which address specific needs identified through the existing conditions analysis.

This plan should be viewed as a living document, and strategies should be tested and refreshed periodically as new concepts and opportunities emerge. Recommended strategies are presented in three categories:

- Near-term, which can be initiated with little or no staffing or cost implications, and are relatively straightforward to launch
- Mid-term, which are strategies that can be implemented with moderate cost and complexity and are more likely to produce meaningful results related to the goals of this plan
- Longer-term, which are the most costly and/or complex strategies to implement, but are also those which could lead to the greatest benefits for the APS community

Because the planning process for APS Go! was lengthy and overlapped for more than a year with the implementation efforts led by Arlington Transportation Partners, the table below also includes a column with information on the status of each recommendation. In several instances, ATP recommended and launched programs that were incorporated into this plan, and/or recommendations developed as part of APS Go! were immediately initiated by ATP and APS.

STRATEGIES: NEAR-TERM

Near-term strategies are low-to-no cost and focus on leveraging existing programs and resources. Strategies are sorted into categories in terms of relative cost and complexity (NONE, LOW, MED, HIGH) and relative potential to improve safety and/or reduce single-occupancy driving (LOW, MED, HIGH).

Recommended Near-Term TDM Strategies	Cost/ Complexity	Impact Category	2016 Status
Maintain and grow partnerships with Arlington Transportation Partners and the Metropolitan Washington Council of Governments Commuter Connections program, so that APS employees are aware of and use the many TDM programs and tools already available	LOW	MED	Underway/ Ongoing
Broaden the eligibility for the existing staff TDM incentive program to include all staff on a first come first served basis (this can be done without increasing the annual budget for the program)	LOW	MED	Initiated in 2016
Provide support and training to parents on walking school buses and bike trains, with the goal of one at every school	LOW	HIGH	Underway/ Ongoing
Work with ATP and Commuter Connections to develop a customized RideMatch website interface for APS commuters	LOW	MED	Complete
Conduct an annual education effort with staff to promote the Guaranteed Ride Home and RideMatch program offered by Commuter Connections	LOW	MED	Completed in 2015/16
As part of the APS Safe Routes to School program, support annual participation in International Walk to School Day and Bike to School Day by all schools	LOW	LOW	Underway/ Ongoing
Ensure 100% participation by schools in the annual Student Travel Tally, which is a “show-of-hands” survey of students’ travel modes	LOW	LOW	Most schools participate most years
Use existing communication channels (i.e., NewsCheck) to periodically feature a staff member who uses green travel modes	LOW	LOW	--
Work with ATP and Commuter Connections to develop a customized SchoolPool website interface for APS student/families looking to find a carpool or “walking school bus”	LOW	MED	Complete
Conduct an annual education effort with students/parents to promote the SchoolPool program offered by Commuter Connections	LOW	MED	Completed in 2015/16
Ensure that all schools have kiosks in their front lobby, main office or other prominent location with information on TDM programs for students and staff	LOW	MED	Partially complete
Partner with Arlington County Police Department to provide trained, uniformed crossing guards at critical school crossings	LOW	HIGH	Underway/ Ongoing

STRATEGIES: MID-TERM

Mid-term strategies can be implemented with modest cost and complexity, and have greater potential to support use of green transportation compared with near-term strategies. Strategies are sorted into categories in terms of relative cost and complexity and relative potential to improve safety and/or reduce single-occupancy driving.

Recommended Mid-Term TDM Strategies	Cost/ Complexity	Impact Category	2016 Status
Consider a stipend to support a TDM Coordinator at each APS facility, who would lead the development and implementation of a site-specific TDM plan	MED	MED	--
Provide priority parking for car/vanpools at all APS sites	MED	MED	Partially complete
Launch a School Champions program that rewards and recognizes schools that launch TDM programs, using a tiered (Silver, Gold, Platinum) award system	MED	MED	Underway
Partner with Arlington Transportation Partners or other groups to provide staff with educational materials on TDM programs and to offer “commute coaching” at all schools at the beginning of each school year	MED	MED	Underway
Conduct surveys of staff and parents every two years on travel habits and opinions, and produce a summary report showing changes over time	MED	LOW	Planned for Fall 2016
Support and expand Safe Routes to School programs at individual schools including walking school buses, bike trains, bike rodeos, etc.	LOW - MED	MED	Ongoing/ Underway
Consolidate the student parking pass program to improve management and consistency between schools; consider using a portion of revenues to support TDM programs	MED	MED	--
Partner with Arlington County staff to conduct walk audits at multiple APS schools each year, with the goal of identifying infrastructure improvements to increase pedestrian and bicycle safety (i.e. traffic calming, enhanced crosswalks, etc.)	MED	HIGH	--
Conduct an audit of bike parking needs for students and staff on all APS sites	MED	LOW - MED	--
Ensure that all schools have a Multimodal Access Map posted on their website, identifying the walk zone, common walk routes, bike lanes and trails, transit stops and possible access barriers	MED	LOW-MED	Partially complete
Form a subcommittee of the Student Advisory Board to develop programs/campaigns that make green transportation “cool” and reduce the appeal of driving to school	MED	LOW-MED	--
Collaborate with Arlington County extend iRide cards to all APS students	MED	MED	--

STRATEGIES: LONGER-TERM

Longer-term strategies have higher cost or greater complexity compared to other strategies, but also have significant potential to support increased walking, bicycling, transit/busing and carpooling at APS. Strategies are sorted into categories in terms of relative cost and relative potential to improve safety and/or reduce single-occupancy driving.

Recommended Longer-Term TDM Strategies	Cost/ Complexity	Impact Category	2016 Status
Hire a full-time TDM Coordinator to lead all promotional, programmatic and data-collection efforts related to APS <i>Go!</i>	HIGH	HIGH	--
As participation in the program grows, increase the budget for the staff TDM incentive program with the goal of supporting participation by 25% of staff and increasing the incentive levels to match that of Arlington County Government (currently twice as high as APS's incentive amount)	MED – HIGH	HIGH	--
Consider safe opportunities for walking and biking to school when refining school attendance boundaries	HIGH	HIGH	--
Pursue alignment with ART (Arlington Transit) and STAR (Specialized Transit for Arlington Residents) to support increased transit ridership and efficiency of routes and service	HIGH	HIGH	--
Form a work group to explore the potential pros and cons of paid parking on APS sites and/or a parking-based financial incentive program	HIGH	HIGH	--
Provide free bus/transit passes to all APS students	HIGH	HIGH	--
Pursue grant funding and partnerships in order to adopt universal pedestrian and bicycle safety education and skills training as part of student physical education classes; consider classes tailored for Special Education students on transit use as part of Life Skills programming	MED – HIGH	HIGH	--
Collaborate with Arlington County to allow all APS students to ride ART busses free of charge	HIGH	HIGH	--

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SUMMARY/
ONGOING EVALUATION

SUMMARY / ONGOING EVALUATION

Safe and efficient transportation is an integral element of any thriving school system, and *APS Go!* can help Arlington Public Schools meet the growing needs of its staff and students related to transportation. Even more importantly, this program can help support healthy lifestyles and instill a passion for walking, biking and other green travel modes in students and staff. It can equip students with essential skills related to safe transportation habits (e.g., when crossing the street or riding the bus) that will serve them throughout their lives. To be successful, this program will require robust partnerships between APS staff and leadership at all levels, parents and the broader community, Arlington County and a number of organizations in the region. These partnerships already exist; *APS Go!* seeks to catalyze them to achieve the goals described in this Plan.

Ongoing data collection and reporting will help evaluate the success of *APS Go!* and should inform future changes and refinements to program strategies. The following performance measures and targets will allow APS to track progress. While APS plans to monitor other important transportation-related data over time (such as bus ridership, safety concerns, carpool rates, etc.), the purpose of the following measures is to identify a targeted list of the most critical indicators of success related to *APS Go!* APS plans to collect data and report progress toward these targets every two years.

MEASURE	2014 DATA	2021 TARGET
Student Walk/Bike Rate	22%	30%
Staff Drive Rate	88%	75%
Percentage of schools with active TDM programs*	21%	100%

*Schools with "active TDM programs" are defined as those with an existing site-specific TDM plan and some related programs underway.