

Advisory Committee on Transportation Choices (ACTC)

January 8, 2020
Approved

In Attendance:

APS Appointees

Jeff Elkner, Teacher
Josh Folb- Sp.Ed. Parent
Paine Gronemeyer, Student
Elizabeth Kiker, ES parent
Chenda Lee, ES Parent

County Appointees

Gillian Burgess (BAC)
John Carten (TAC)
Eric Goodman (PAC)

Staff

John Chadwick, APS-F&O
Kristin Haldeman, APS-MMTP
Lauren Hassel, APS - SRTS
Dennis Leach, DOT Dir.
Elizabeth Denton, ACCS -ATP
Hui Wang, DOT-TE&O

Other: Zoe Clark, Student

ACTC Member John Carten chaired the meeting in Chair John Armstrong's absence.

The ACTC approved minutes from the November 2019 meeting.

There were no speakers during the public comment period.

1. Career Center Parking (John Chadwick & Gillian Burgess – BLPC Liaison)

The presenters reviewed proposals, timeline, graphics for the project.

The Committee suggested emphasizing experience with Fleet and The Heights underscoring the need for certain parking (accessible, itinerant, short-term, administrators, etc.) and application of lessons learned in making decisions for Career Center

Put parking in perspective – better to spend money on more seats for more students, not more parking spaces for more cars.

2. Embedding Vision Zero at APS (Kristin Haldeman, John Chadwick & Lauren Hassel)

APS represents 28,000 students and families in Arlington with much to contribute to and gain from Vision Zero; how do we ensure APS students, families, and staff “get” it and that APS perspectives are represented in the County's Action Plan

An APS' Vision Zero working group might have up to 15 APS reps.

Discussion/suggestions:

- Form safety committees at each school
- Include Vision Zero questions as part of APS Go! surveys and/or use APS Go! findings in Vision Zero planning
- Include APS public health representatives, clinic staff?
- Include:
 - Custodial staff
 - F&O/Maintenance/Safety staff

- Staff who help with arrival and dismissal (support staff, H/PE, assistants)
- Phoenix students
- School-based Bike Clubs
- Athletics / coaches, Boosters families who travel to home/away game
- Younger kids (Lego Robotics Club!)
- Incorporate into Health/PE curriculum at all grades
- Work VZ themes into academic curriculum
- “Safe for kids, safe for all”
- Use fun approaches to teaching transportation safety to younger kids -- traffic gardens; story walks; activities like counting how many walked, biked, took bus each day; read/write stories involving safety and transportation; solve math and science problems with active transportation themes, etc.
- Involve crossing guards.

Paine G.– concerned students may not pay attention if it doesn't directly affect them.

Zoe C.– VZ should be part of driver's ed.

Jeff E. – anecdotally, as a teacher, he has heard students say they do not need or want a driver's license.

Gillian B. – best to get students when they are younger

Eric G - ongoing, evolving messaging will help – use graphics and branding like PAL; Tool Kit of resources would be helpful.

Hui Wang says APS is more an internal than external stakeholder, but effort is being led by County (Board).

County is focused on 5 E's and principles of engagement similar to SRTS, just on broader scale

- Need to emphasize equity as the sixth E
- Vision Zero is like SRTS for all = Vision Zero means more

County Departments that already address safety in different ways are coming together, identifying strengths and gaps – the goal is zero deaths or serious injuries in the public right of way (ROW).

Dennis Leach announced the first Vision Zero outcome -- new \$200 mandatory fine for speeding on arterials to start 3rd week of January – cannot be waived by judge (ex. George Mason, Washington Blvd, Wilson Blvd, Carlin Springs, Walter Reed etc.).

He also emphasized that this is a “multi-year community behavior change initiative.” How you travel in the ROW makes a huge difference in avoiding serious injury and death. Each one of us is responsible for everyone we interact with in the ROW. Design matters; behavior matters.

UPCOMING OPPORTUNITIES FOR INVOLVEMENT

January 16 – Visions Zero External Stakeholder Workgroup at CHP

January 28 – Vision Zero public engagement session at W-L

3. APS Go! 2020 Surveys & Safe Routes to School Tallies (Lauren Hassel and Elizabeth Denton)

Lauren Hassel outlined transportation planning purpose of and data collection plans for APS Go! surveys to be conducted this spring, from Monday, March 2 through Friday, April 3 (the Friday before Spring Break).

As in the two previous rounds of APS Go! surveys in Fall 2013 and Fall 2016, there are three sets of surveys – for APS staff, APS families of students in grades K-10, and a representative sample of 11th and 12th graders who fill out survey in class. Questions from previous surveys have been updated to reflect changes in APS since 2016. Surveys will be available in five languages and delivered digitally, with paper versions available as needed.

Challenges for this round include overall survey fatigue within the APS community; Spring 2020 survey timing that coincides with the federal Census; and most importantly, concerns about response rates and the need to improve on 2013 and 2016.

ACTC: Do we have actual response rates for 2013 and 2016?

To address these challenges, APS needs to explain why APS Go! is important, what will be done with the information (TDM planning), how participation in process/APS use of outcomes could benefit staff, families, and students. The surveys also need to be easy to take.

Lauren opened discussion of how to address these concerns, make APS Go! matter to potential respondents and maximize responses. ACTC members suggested the following in terms of messaging, channels, and incentives to promote surveys, encourage responses and increase response rates:

- Articulate discrete examples of how information will be used – define real -world benefits community members can understand
- Work with AETV to produce a brief video that tells the story
- Use NextDoor, CCPTA, Hispanic PTA, school networks + civic associations to target schools and neighborhoods
- Tap APS and County influencers like Emma Violand-Sanchez, Abby Raphael, Chris Slatt (ArlNow) BikeArlington, WalkArlington, etc. to share reminders with networks, followers, readers
- Share with listservs like AEM, parent groups, Hispanic PTA
- Use the health/safety angle – promote to SHAB
- Enlist support of SROs, bus drivers and crossing guards to remind families staff and students to respond
- Write posts for Greater, Greater Washington, Arl Now Transportation
- Create transportation/safety graphics to go with APS Go! logo and make it recognizable as part of a larger effort
- Prepare a package of info including ready-made language, tweets, and boilerplate info – for champions and influencers and partners to push out reminders
- Connect with Vision Zero start-up/momentum; Include Vision Zero question as part of APS Go! surveys and/or use APS Go! findings in Vision Zero planning
- Mention at Vision Zero Stakeholder meetings; provide hand-outs for meetings; share with internal and external stakeholders electronically

- Work with County Communications/DES (Jessica Baxter, Erin Potter) to encourage residents with kids in schools to respond – since this affects everyone
- Underscore how improvements to school transportation / safety support Countywide transportation safety
- Offer drawings / incentives for responding (like being entered into a drawing for a Bikeshare membership for families and 11th/12th graders, offering \$\$ cards for students, gift cards for all ages) BUT try to connect reward to active transportation – iRide cards could also be considered, though registration would be required
- Create competition among schools by tracking staff and family responses (is this possible)?
- Promote competition among high schools for 11th/12th response rates
- Offer community service hours for students who respond and/or convince parents to respond
- Incorporate staff responses into Champions qualifications
- Offer school with the most staff/family responses a Bike Walk Roll 2 School celebration in May
- Work with Phoenix Bikes to donate a bike and hold a drawing among respondents
- Monitor response rates by school (staff and families) or staff and 11th/12th graders in real time if possible and report out – applaud those with high rates, call out those with low rates.

To clearly define the why, as in why should I bother responding/why does this matter/how does it benefit me, there will be a brief intro at the start of each of the three APS Go! surveys. That intro is now being drafted and, if time permits, will be shared with ACTC membership for input/suggestions before being finalized.

Other Business:

Safe Passage Policy

Gillian Burgess brought to the Committee's attention a letter developed by the PAC & BAC to the County Manager requesting a policy that puts greater emphasis on pedestrian/bicycle access during construction activity in the County. The policy should include the following:

- MOTs should prioritize peds; detours should be same level of comfort as closed facility
- Communications to public at construction site
- Develop a process to report blocking violations
- Conduct enforcement

PAC and BAC have signed on to the letter. Will talk to a few more commissions and then will send letter to CM.

ACTC is asked to review the letter and note anything that is missing and send to John Armstrong.

Next Meeting March 4, 2020 – Syphax 354/56