

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