



METROPOLITAN
TRANSPORTATION
COMMISSION



Cool
Petaluma
2030



Petaluma Safe Routes to School (SRTS) Task Force

Meeting Minutes:

Date/Time: Thursday August 15th, 2024, 4:00pm-5:30pm
Location: Petaluma City Hall, Council Chambers
11 English Street

Goals & Objectives:

1. Seek input from Task Force members and the public, in order to identify barriers to active transportation, opportunities for improvement and collaboration, and set priorities for future infrastructure projects within the city of Petaluma.
2. Provide a venue for sharing of program initiatives and projects in the city of Petaluma, as well as inter-agency collaboration.

Agenda:

1. Introductions

- a. Bjorn Gripenburg, Active Transportation, Public Works, City of Petaluma
- b. Christina Panzia, Director, SRTS/SCTA SRTS program
- c. Deb Fox, Co-Founder, Operations and Collaborations, Cool Petaluma
- d. Mady Cloud, PCS Trustee
- e. Dan Ostermann, College and Career Pathways Coordinator, PCS
- f. Pete Gang, Safe Streets Petaluma
- g. Jessica Medina, Communications Consultant, The Design Guild, Communications Contractor serving the City of Petaluma
- h. Bruce Hagen, Safe Streets Petaluma
- i. Ana Embree, parent, Miwok Elementary

2. Partner Announcements

- a. [Safe Routes to School](#) Program update
 - a. [Enrolled sites for 24-25](#)
 1. Mady noted that no high schools are participating. Christina noted it is a bit more complicated, but [Dan Ostermann](#) offered to help. Petaluma Junior High is participating. Kenilworth has participated in the past, but has not enrolled for 24-25.
 - b. Ideas to increase participation:
 1. PTAs could be engaged. Is it possible to ask for PTAs to be present at the meetings with SRTS/administrators? Christina responded that is how it currently works, but often they are a small group of over-doers, so we need to find bike advocates to participate, ideally with a personal ask by the principal to the walkers/bikers.
 2. We can map by schools who we know:
 - o La Tercera - PBAC: Frant Quint and William
 - o Live Oak- Jen
 - o Cherry Valley - PBAC Johana

- McNear – Dave Felix
 - Mckinley -
 - Grant – Melissa Poole
 - not at Valley Vista (Tara at SSP knows the riders/walkers)
 - Meadow – Catina (principal)
 - Corona Creek - Bennett Holley (principal)
3. Mady suggested we create a rep at each PTA to represent Climate/SRTS (Mady)
 4. We need parents and the community to make this work.
 5. How do we increase task force participation? especially with parents? Ways to increase parents' participation
 - Coordination and incentives (coffee, bike bell, to attend)
 - PTA to fund and coordinate
 - Is it possible to have a parent that is already biking and go up and talk to them?
 - Mady Cloud offered to go to the school meetings! Christina will send calendar invites to some of the upcoming meetings.
 6. Buy and wear and promote Walk & Roll t-shirts: <https://sonoma-county-srts.printify.me/products>
 7. Promote the [September Map and Meet Up Challenge](#) to help get everyone ready for October!
- c. [September Back to School Map & Meet Up Challenge](#)
1. The goal is for families to plan or map their safe routes to school and also to meet-up with others to walk/roll to school for fun, connection and safety
- d. International Walk & Roll to School Day – 10/9 (Second Wed)
- e. Bike-related PSAs for social media and school newsletters: <https://www.sonomasaferoutes.org/content/safe-routes-school-educational-psas>
- f. Travel plans for all Petaluma schools: <https://sonomasaferoutes.org/content/school-srts-travel-plans>
1. includes issues list for each school

3. Status of SRTS infrastructure projects & upcoming SRTS Walk Audits

- a. [Public Works FY24-25 Work Plan](#)
 - i. It was asked if it is possible to overlay the workplan projects with the audits? Response: it is being tracked with the SRTS spreadsheet that tracks the audit results
- b. 2024/25 Walk Audit Schedule
 - i. Aug 29th Valley Vista, PJHS, Spring Hill at 8 am
 - ii. Sept 13th at Mcnear at 8 am
 - iii. There will be a break in October
 - iv. Nov at Meadow (date TBD)
- c. [StreetStory](#) Community Engagement Tool: demonstration

4. Other SRTS issues, concerns & opportunities

- a. Organizing Walking School Buses & Bike Trains for 24/25
 - i. <https://sonomasaferoutes.org/content/bike-trains>

- ii. SRTS created a document for each route in a document so that when they are talking to their schools they can highlight the existing routes
- iii. Notes on how to increase Bike Trains participation:
 - 1. Promote at FF@F to get folks to ride
 - 2. Get Bike Train training on the calendar ASAP!
 - 3. Connect riders to families
 - 4. Create extrinsic rewards from the community (donuts, bells, lights for night rides.
 - a. Side note for the Lighted Bike Ride: two starts meet at the fairgrounds or Lucchessi
 - 5. Create intrinsic rewards (engage older kids, CAP and transportation, invite HS students to attend Task Force, offer food and gift cards)
 - 6. Advertise SRTS Task Force and Bike Trains at bike shops
 - 7. Create campaign for bike trains weekly
 - 8. Postcard “are you a parent who bikes or wants to bike?”
 - a. how to lead or join a bike train
 - 9. SRTS has contracts with 6 bike shops for bike rodeos
 - 10. Add signage at bike racks all over town and at the schools
 - 11. At the schools:
 - a. Need to meet up spot, route and meet up time 10-15 minutes before school starts
 - b. communicate to SRTS and they will create a communication
 - c. find a set day
 - d. need a parent champion
 - e. supportive principal
 - f. what are all the tasks/action
 - i. prints out stuff
 - ii. sits a table
 - iii. collects data
 - iv. bike train organizer
 - v. bike train leaders
 - 12. Bike train training in September?
 - a. leader
 - b. sweep
- iv. Goal: how to get it weekly?

Goal: Portland, Sam Balto

<https://search.yahoo.com/search?fr2=p%3ads%2cv%3aomn%2cm%3asa%2cbrws%3achrome%2cpos%3a1&fr=mcafee&type=E210US739G0&p=sam+balto+portland+or>

The next meeting of the Petaluma Task Force is scheduled for Thursday, September 19th from 4:00-5:30pm at City Hall

**SRTS issues and concerns may also be emailed pre- or post-meeting to Christina Panza, SRTS Director & Task Force Facilitator at christina@bikesonoma.org*