



Non Motorized Pilot Program

Advisory Committee

November 14, 2006



Introductions



What is the Pilot Program?

- Component of SAFETEA-LU, the six-year federal transportation bill (Section 1807)
- \$100 million allocated to four communities, one of which is Marin County, for bicycle and pedestrian improvements and programs.
- Pilot Program runs through September, 2010, at which time a report on its outcomes is due to Congress



Purpose of the Pilot

- *To demonstrate the extent to which bicycling and walking can carry a significant part of the transportation load and represent a major portion of the transportation solution within selected communities*



Program Highlights

- Marin receives \$25 million from the program.
- The program targets 'mode shift', or whether bicycling and walking can account for more of the overall number of trips to work, school, or errands.
- Funds may be used for infrastructure improvements, educational programs, outreach efforts, and planning.



Program Highlights

- Baseline data being collected up front, to then be compared with data collected in 2010 to evaluate program impacts.
- If successful, could serve as model for future funding, such as the next federal reauthorization.



National Activities / FHWA Function

- Overall coordinating role with the four communities and a responsibility to report on program outcomes to Congress
- Development of National work program, including communications plan, data collection, and outreach strategies
- Coordination of scope of work and awarding of contract for National efforts.



National Activities / Data Collection

- Conduct a 'pre' and 'post' program survey in each of the four communities, plus a control community to evaluate transportation behavior changes during the Pilot Program
- University of Minnesota selected to conduct data collection and evaluation
- First survey under way with post-program survey scheduled for Fall, 2010
- Developing common framework for communities to use in collecting project and program specific data



Advisory Committee Roles

- Advisory Committee Charter
- Expected term for committee



What it means locally

- Focus on motor-vehicle trip reduction strategies rather than recreational opportunities
- Given a list of projects and programs, what is most critical and what can be accomplished during the period of the program



Local Work Program

- The entire program continues through September of 2010.
- The outreach and project/program selection process will occur within the first year – the remainder of the Program will focus on implementation
- Selected capital projects will go through design and environmental review
- Construction of capital projects is targeted to be completed by the end of 2009 to allow time to evaluate project/program impacts



Local Work Program (cont'd)

- Selected outreach and education programs will be implemented starting in 2007
- Capital projects are eligible in the cities and towns, and the unincorporated eastern urbanized areas of the County
- Program administered through County's Department of Public Works
- An advisory committee has been appointed, which will assist the department with program tasks, including recommendations on project and program selection



Project and Program Development

- Derived from existing plans, and County Bicycle and Pedestrian Plan update
- Gathered from local agency staff interviews conducted November 2006
- Gathered from advisory committee, public workshop, other stakeholder meetings



Ranking Process

- Projects and programs ranked based on specific measurable criteria, including:
 - Demonstrated ability to shift mode
 - Cost/benefit
 - Project readiness



Federal Funding

- All projects and programs using Federal Nonmotorized Pilot funds must comply with federal funding requirements, including the National Environmental Protection Act. Projects and program approvals are obtained through Caltrans Local Assistance.



ADA/Title 24 Compliance

- All projects and programs will conform to applicable standards and requirements, including the California Building Code Title 24 and the Americans with Disabilities Act.



Local Timeline

- Conduct Agency Interviews – November, 2006
- First Community Workshop (Embassy Suites, San Rafael, November 29, 2006, 6:00 PM)
- Development of Project/Program List, Scoring, Ranking, and Selection of Proposed Projects/Programs – Winter, 2007
- Implement education and outreach programs – 2007
- Design and Environmental Review of Selected Projects, Development and implementation of Selected Programs – Summer, 2007-Spring, 2008



Local Timeline (cont'd)

- Construct Selected Projects/Continue Program Implementation– Summer 2008-Summer 2009
- Collect Post-Implementation Data – Fall 2010
- FHWA Submits Reports to Congress 2007/2010/2011



Marketing and Outreach

- New website
- Marketing Strategy
- Other outreach programs



New Website

- New project website selected:
www.walkbikemarin.org
- Will go live week of November 28th
- Contains County map with potential project descriptions, survey activities, educational/encouragement programs, links to other resources
- Website expected to eventually serve as an umbrella site for walking biking programs in Marin County

LOGO HERE

en español:



ABOUT THE PROJECT

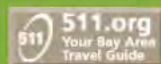
WALKING AND BIKING

MEETINGS AND EVENTS

DOCUMENTS

FAQ'S

CONTACT US



welcome

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PROFILE:

Brad Carpenter, Novato

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Marketing Strategy

- Marketing strategy being developed Fall 2007
- Campaigns, media
- Targeted audiences
- Publicize program, education and encourage residents
- Goal: mode shift



Personal Travel Planning

- Potential program to be considered in marketing/encouragement campaign
- Successfully implemented in Portland, OR
- Intensive outreach to individuals who have expressed interest in program – focus resources on those most likely to make mode shift



Projects and Programs

- Existing bike/pedestrian plans update process underway by TAM
- NTPP agency interviews conducted in November
- Refer to handouts
 - Project and programs currently underway
 - Program research from other jurisdictions



Community Workshop

- November 29
- Flyer (handout)
- Format: Introductory remarks by staff and others, then public can browse various stations to get information about process
- Goals: inform public about process, introduce website, gather additional project and program suggestions on a one-on-one basis
- Advisory committee welcome to attend and assist at stations



Administrative

- Preferred Advisory Committee times/locations
- Next meeting agenda items:
 - Public Workshop summary
 - Project and Programs list
 - Ranking and prioritization methodology