

Safety Campaign

Program Number: ED-1

PROGRAM DESCRIPTION

This program consists of a marketing campaign to promote bicycle and pedestrian safety, coupled with promotion of education programs including those targeted to adults. The program could include stenciled safety messages (such as 'Cars May Not Stop' at mid-block crossings), street banners, and messages on racks and lockers. Grant funds may be used to pay for staff time, materials, services, graphics, and other items.

TOTAL FUNDS:

\$100,000

RECIPIENTS:

Local organizations, Local Agencies, Organizations, Firms

Seminars for Engineers

Program Number: ED-6

PROGRAM DESCRIPTION

The program consists of courses designed to educate engineers and others in public works, highway, planning, and parks and recreation departments and consultants on the proper design of bicycle/pedestrian facilities. Marin County is proposing using one or more of several existing training programs, including the National Highway Institute (two courses for engineers – Pedestrian Facility Design and Bicycle Facility Design), TAM's training as part of Bicycle/Pedestrian Plan Update process, MTC's Routine Accommodation Checklist, UC Berkeley's ITS Program, and the Caltrans Non-motorized training program. Grant funds will be used to pay for trainers and related materials and expenses.

TOTAL FUNDS:

\$40,000

RECIPIENTS:

Organizations, Firms, Institutions

Bicycle Education / Street Skills

Program Number: ED-7

PROGRAM DESCRIPTION

Identify, hire, and manage trained and certified instructors to teach 'street skills' or comparable classes in Marin County. Street skills classes are typically offered to adults wishing to learn how to safely ride on roadways shared with motor vehicles. One example of a basic Street Skills "Road 1" class consists of a 3 hour classroom lecture, followed by a 3-4 hour on-the-bike training and evaluation. In Marin County these courses could also be used to satisfy traffic school requirements for bicyclists who are ticketed for running stop signs or other moving violations. Program funds will be used to pay for instructors' time, materials, and publicity, with the intent that trainings would be offered free or very low cost for Marin residents.

TOTAL FUNDS:

\$70,000

RECIPIENTS:

Organizations, Firms, Institutions

