

Riding with Youth Workshops

Program Number: ED-8

PROGRAM DESCRIPTION

This program will fund Riding with Youth Workshops, which teach parents and youth how to ride together safely in a three-hour workshop. Lessons are taught through a series of exercises on parking lots and practice on streets. Participants learn basic rules of the road, how to communicate with each other, and safety behaviors. Grant funds may be used to pay for staff time, materials, services, graphics, and other items.

TOTAL FUNDS:
\$50,000

RECIPIENTS:
Institutions, Non-profits, Firms

Booths at Events

Program Number: PA-4

PROGRAM DESCRIPTION

This program is funding materials for booth expenses, and staff time for NTPP representation at public events in Marin County. Booth staff is disseminating information on the NonMotorized Transportation Pilot Program and other bicycle and pedestrian-related programs, providing literature on bicycle and pedestrian projects and programs as well as giving out prizes such as bike locks, bike lights, flat-tire patch kits, and bike bells.

In 2008, the NTPP Booth Program had participation from over 2,500 people at the following events:

- Marin County Fair
- Fairfax Farmer's Market
- Larkspur Farmer's Market
- San Rafael Farmer's Market
- Ross Farmer's Market
- Biketoberfest

TOTAL FUNDS:
\$40,000

RECIPIENTS:
Local organizations, Local Agencies

Health Promotion

Program Number: PA-7

PROGRAM DESCRIPTION

In collaboration with the Marin County Health & Human Services Department, this program consists of a wide variety of programs to educate the public about the health benefits of walking and bicycling. This may include marketing, promotion, training, and other efforts to increase the public's awareness of the importance of an active lifestyle on health. Grant funds may be used to pay for staff time, materials, services, ads, graphics, and other items.

TOTAL FUNDS:
\$80,000

RECIPIENTS:
Local Agencies, Health Departments, Community Groups

