

Type of Program	Program	Description	Cost/Where in Use
Resources	Bicycling Ambassadors	Bicycle ambassadors educate the public in Chicago. They attend neighborhood festivals, visit parks, libraries and other special events.	This is a Chicago educational program through the Mayor's office. Over 30k individuals were educated one-on-one in 2005.
Resources	Bicycle Repair	Trips for Kids already provides this low cost bicycle repair/training program in Marin. It could be expanded to include local high schools and COM.	
Resources	Visitor trips	Work with Marin County Visitors Bureau to provide bike/walk/transit resources for visitors	
Resources	Community maps	Maps of existing and potential walkways, stairs, bikeways, and other facilities, aimed at encouraging more local trips by foot or bicycle	
Resources	Bike/walk to Transit Maps	Create maps showing how transit patrons can walk or bicycle to transit stops	
Resources	Online Bicycle Trip Planning/MTC 511 BikeMapper	This is an online tool (such as BikeMapper 511) that includes all bicycle routes in an area. A user puts in an origin and destination and the website produces the safest bicycle route.	MTC's Bikemapper 511 already exists for Marin County. Bycycle.org is a webpage that has online bicycle trip planning for three US cities (Portland, Milwaukee, and Pittsburgh). Cost estimates range from \$500 to \$2,000.
Resources	Buddy Rescue	This unproven program would line up bike commuters (and possible walkers) with nearby individuals who drive from a location near to the bike/ped commuter. In the event of inclement weather or other problems, the bike/ped commuter would be able to get a ride home from the individual who drove.	Conceptual idea for Columbia, MO
Public Awareness	Poster Campaign	Posters for bus shelters and for placement on buses coinciding with safety or education campaigns, i.e. - relating to helmet use or driver/bicyclist road coexistence.	Charlotte, Louisville, Burlington (print design donated, \$6K total 9 buses for 3 months)
Public Awareness	Print Campaign	Create maps, bumper stickers, brochures, flyers with a catchy slogan and pass them out at local public functions, bike stores, public buildings, schools, etc. The use of sponsors can decrease the overall printing costs.	San Francisco, Jackson Hole (\$50k/yr), Burlington (\$6K)
Public Awareness	Community Events	Sponsor annual event(s) such as a race, tours, sidewalk stroll, or 'walk n' roll', including exhibits from law enforcement, health department, bicycle retailers, entertainment, and transit providers. Work with event promoters to provide information about how to access their event by alternative mode and provide information about bikepedmarin at events. Sample events include: Marin County Fair, Community Fairs+C13	
Public Awareness	Booths at Events	Booths would be set up to disseminate information and gather e-mail addresses at events	
Public Awareness	Web Site	Web site promotion is critical and is being integrated into the County's web site structure. This program will provide a continuous stream of materials that will be loaded to a Project site, providing up to date information on events, progress, plans, etc.	

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Public Awareness	Public Awareness	Public awareness of the benefits of bicycling and walking can be increased in a variety of ways, including funding a public mural, working with retail stores (bag stuffers, etc.), public event participation (such as the Marin County Fair), and a mobile walk/ride exhibit that travels around the community.	
Public Awareness	Health promotion	Coordinate with other agency or organization led initiatives. Examples: California Governor's Council on Physical Fitness and Sports, Kaiser Permanente 10,000 steps program, Google Walk of Life 10-Week program, Whatcom County SMART TRIPS	Columbia, MO is experimenting with helping bikers/walkers set fitness goals
Public Awareness	Walking Promotion	Initiate programs similar to Ten Toe Express Guided Walks (Portland), Step Up to Health (Rockville, MD), Walk and Roll (Caltrain)	
Public Awareness	Theme rides or walks	Organized rides or walks focused on history, architecture, natural environment, Bike to the grocery store day, etc. Also walking school buses or bike trains -these are children groups walking or riding to school with a chaperone.	Safe Routes to School Programs
Public Awareness	Newsletter	A paper or electronic newsletter would be periodically created, printed and distributed both by mail/email and to pick-up locations. Project progress, events and human interest items would be featured.	Columbia, MO
Public Awareness	Street closings on Sunday's	Numerous cities around the world have done this successfully. Most often a major thoroughfare is closed, say from 7am to noon on Sunday morning. The road is closed to through traffic, but local access would be allowed.	Golden Gate Park (SF), Rock Creek Park (DC), other cities such as Chicago and Paris
Public Awareness	Public Service Announcements	PSAs can coincide with a print campaign using the same slogan. They can be shown on TV, movie theatres, and heard on local radio. PSAs can market educational programs.	Burlington (\$6K), Sonoma County
Education	Safety Campaign	Print campaign to promote bicycle and pedestrian safety, coupled with promotion of education programs including those targeted to adults. Could include stenciled safety messages (such as 'Cars May Not Stop' at mid-block crossings), street banners, and messages on racks and lockers.	
Education	Cable Access programs	Work with cable provider to initiate programs like BikeTV.org or pedestrian.org	
Education	LCI Instruction	Local agencies could subsidize the League of American Bicyclists standard League Certification Program (LCI), that is the most popular and comprehensive education program available in the country today.	
Education	Elementary School Safety (AAA)	Programs that work with elementary schools, teachers, administrators and parents on pedestrian, bicycle and vehicular safety.	Otto the Auto is a AAA-funded program that visits No. California Schools and teaches pedestrian, passenger, bike and helmet safety. AAA also sponsors Safety Patrol programs at schools for 5th & 6th graders. AAA Foundation also offers a catalogue of safety videos.

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Education	Driver Education	Measures to educate drivers about the rights of bicyclists and pedestrians, possibly taught as part of driver education courses, in driver traffic schools, and on driver tests administered by the DMV	
Education	Senior Citizen Walking Program	These programs are usually administered by Parks and Recreation Departments with help from volunteers. They are organized walks and marketed to seniors to help them get outside and enjoying the health benefits of walking. Tools are given to seniors to help measure their success.	Larkspur, Seattle Sound Steps, Berkeley Marina Walkers
Education	Seminars for Engineers	The National Highway Institute offers two courses for engineers – Pedestrian Facility Design and Bicycle Facility Design. Both courses are excellent at educating engineers in public works, highway departments and consultants at proper design of bike/ped facilities. An educated professional community would go a long way toward preventing the need for redesign and modification of existing facilities, such as intersections.	
Education	Bicycle Commuting Education	These educational classes aimed at senior citizens, disabled persons, teenagers, and other groups that teach bicyclists how to ride their bike to work in all conditions. One example in Washington State, called the bike buddy program, sets new bike commuters with experienced riders to show them the best route, tips on riding in traffic, taking a bike on the bus, etc.	Classes are usually run by non-profit groups. Besides the Bicycle Alliance of Washington, there are many other groups offering commuting classes nationwide including: Chicagoland Bicycle Federation (Chicago), Sibley Bike Depot (St. Paul), SFBC (San Francisco), MCBC (Marin County Bicycle Coalition)
Education	Engineer Training	Training of engineers on the routine accommodation of pedestrians and bicyclists	MTC's Routine Accommodation Checklist, UC Berkeley's ITS Program, Caltrans training program
Education	Recreational Rides	Recreational rides are a critical element in transitioning individuals from nonriders to proficient riders who use a bicycle for errands or to work. They can range from beginner rides on trails and in low traffic areas to more advanced rides on low traffic roads away from the City.	Columbia, MO
Incentives	Bike to work competitions	In addition to the national bike to work day/week, there are bike to work competitions. Employers with bikers to work receive breakfasts and prizes from local sponsors. Local jurisdictions and private employers can hold the competitions. At the jurisdictional level, the competition is among employers and at the employer level, the competitions is among employees.	Santa Cruz has a local program and employers nationwide in-house bike to work programs.

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<b>Incentives</b>	Personal Travel Planning	Personal Travel Planning programs are large marketing efforts to encourage citizens to use transportation modes other than driving. There are many simultaneous components of these programs including, website development, marketing materials, incentives, discounts, and one-on-one education. The education component includes outreach personnel calling and going door-to-door to discuss travel information and educate citizens about commuting by alternative means of transportation. In these programs, progress is measured with surveys before and after the interviews in a region (i.e.-city or neighborhood). The education targets households and all trips from households.	Portland TravelSmart, Alameda TravelChoice, Ottawa TravelWise
<b>Incentives</b>	Create a Commuter Bike	Create a Commuter program provides low-income adults with fully outfitted commuter bicycles and training on safe bicycle commuting.	The Community Cycling Center is a non-profit in Portland operates this type of program. There are other similar programs throughout the US.
<b>Incentives</b>	Community Bicycles	Free or almost free bicycle programs allow individuals to pick-up and drop off bicycles at designated locations. The bikes can be free, rented or used by leaving a deposit. The deposit is returned when the bicycle is returned. These bikes usually are painted a specific color (i.e. -yellow) to spread the word and to help deter theft.	These bicycle programs have been implemented in parts of the Netherlands and Copenhagen. Since the 1990s in the US, programs were started in such cities as Portland, Boulder, St. Paul & Austin (\$12k annual budget for shop/bikes & free rent). Portland's initial budget in the 1990s was \$56k.
<b>Incentives</b>	Bike Riding After Dark	Information about vehicle code lighting and reflector requirements, Lights for Bikes enforcement program, providing lights instead of tickets (Arlington, VA)	
<b>Incentives</b>	Awards	Program to recognize bike/ped friendly businesses	
<b>Incentives</b>	Bribe a Ride or Bike Rider lottery (conceptual)	This publicity/promotion concept would involve an individual who during a publicized time frame would find and give a \$100 dollar bill to a randomly selected individual riding a bicycle. This could possibly be promoted and sponsored by a radio station.	Columbia, MO concept
<b>Incentives</b>	Subsidized bicycle program	Public subsidies or rebates for the purchase of bicycles	
<b>Incentives</b>	Employer Programs	Purchases of bicycles by employers that can be loaned to employees wishing to commute by bicycle. Subsidies for bicycles, shoes, and/other biking/walking equipment. Offer loans or payroll deduction (tax free) for bicycles. Cash back for parking spaces. Flex time and other benefits to employees who walk or bicycle to work.	Companies nationwide use employer incentives for walking/biking.