

Nonmotorized Transportation Pilot Program Draft Prioritized List by Advisory Committee

PROGRAMS

Rank	Program Number	Program Category	Program Description	Notes/Where in Use	Score	Pilot Cost	Cumulative Cost
1	RES-2	Resources	Bicycle Repair classes or programs	Low cost bicycle repair/training program. Currently done by Trips for Kids as part of after-school and "earn a bike" programs	64	\$40,000	\$40,000
2	ED-7	Education	Bicycle Education/ Street Skills: hiring of instructors, promotion, administrative overhead	Basic bicycle education classes, also sometimes called "Streets Skills," teach cyclists how to safely and confidently use their bicycle for transportation. The classes typically involve a combination of in-class lessons, along with an on-road lesson to practice riding with traffic. Many instructors are certified by the League of American Bicyclists, and referred to as League Certified Instructors or LCIs. Topics include avoiding collisions and tickets; road rights & responsibilities; and, being a predictable and visible cyclist. Promotion is done through a variety of outreach mechanisms. Classes can be customized to focus on children, senior citizens, disabled persons, teenagers, and other groups that teach bicyclists how to ride their bike to work in all conditions.	58	\$70,000	\$110,000
3	PA-13	Public Awareness	Street Smarts: implement program in Marin County	Street Smarts is an award-winning program developed in San Jose that combines social marketing and a media campaign to teach basic traffic safety and courtesy to drivers, cyclists and pedestrians from youth to adult ages. The program utilizes strong media messages (bumper stickers, lawn signs, newspaper ads, etc.) combined with community presentations and workshops to communicate the messages and garner support for behavioral changes.	56	\$100,000	\$210,000

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4	INC-3	Incentives	Personal Travel Planning: household surveys, individualized responses to interested individuals, provision of customized support materials, household visits, follow-up: \$60 hh/yr x 1778 hh x 3yrs = \$320,000	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.	55	\$320,000	\$530,000
5	PA-7	Public Awareness	Health promotion: co-sponsor efforts with Marin County Health and Human Services including pamphlets, ads	Wide variety of programs to educate the public about the health benefits of walking and bicycling.	54	\$80,000	\$610,000
6	RES-8	Resources	Maps for Directional Signage: Update existing bikeways map with new routes	Map program should be coordinated with existing and proposed bikeway guide signs; could be beneficially supplemented with references to educational kiosks in public locations where bicycle riders enter and exit transit, where they'd likely seek out directions if they are new to the routes, and where cyclists currently tend to gather.	54	\$60,000	\$670,000

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7	ED-8	Education	Riding with Youth Workshops: hiring of instructors, promotion, development of materials, administration	Riding with Youth Workshop teaches 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. A single instructor can comfortably work with up to 20 participants.	54	\$50,000	\$720,000
8	PA-12	Public Awareness	Share the Road Checkpoints: Help pay for additional labor costs, develop materials	Conduct an annual Share the Road (STR) Checkpoints series with Marin County Law Enforcement and the California Highway Patrol to educate all road users about their shared rights and responsibilities. Street corners with a standard stop sign are typically selected as Checkpoint locations, so all road users are obligated to stop. Uniformed officers and volunteers provide literature in a friendly atmosphere about the ways everyone can safely and conscientiously share the roads. The flyers contain California Vehicle Code information, Codes of Conduct for bicyclists and motorists to foster respect for each other, plus safety and courtesy tips. Checkpoints have also been held on bike paths, where free water, Cytomax sport drink mix, and energy bars were offered, in addition to the safety flyers. Expansion of the Checkpoints to occur several times per year could greatly increase the impact of the Share the Road message, a critical one as more bicyclists appear on the roads through the Pilot Program's expansion of bicycling facilities.	54	\$50,000	\$770,000

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9	ED-6	Education	Seminars for Engineers: payment of course fees/teaching fees for local engineers to take bicycle/pedestrian related courses	Courses designed to educate engineers in public works, highway departments and consultants at proper design of bike/ped facilities.	51	\$40,000	\$810,000
10	PA-4	Public Awareness	Booths at Events: expand current efforts, develop additional materials, staff booth, develop materials	Booths would be set up to disseminate information and gather e-mail addresses at events	49	\$40,000	\$850,000
11	ED-1	Education	Safety Campaign: development, production, and distribution of safety-related ads, signs, and other materials	Print campaign to complement materials provided in Street Smarts (PA-13) 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.	49	\$100,000	\$950,000
12	RES-4	Resources	Community maps: 6 color walking maps, 500 copies each, double-sided	Maps of existing and potential walkways, stairs, bikeways, and other facilities, aimed at encouraging more local trips by foot or bicycle. These maps would include transit stops to show how people can walk or bicycle to transit.	48	\$50,000	\$1,000,000