

Nonmotorized Transportation Pilot Program Programs Redirected by Screening

						Screening 1=Consistency 2=Timeliness 3=Defined 4=Standards 5=Already Funded	
Number	Type of Program	Program	Description	Cost/Where in Use	Screening Funded	Screening Action	
RES-3	Resources	Visitor trips	Work with Marin County Visitors Bureau to provide bike/walk/transit resources for visitors		Redirect (1)	Focused on recreation/tourism; Fund through other sources	
RES-5	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. Bicycle.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.	Redirect (5)	Bikemapper already funded and being implemented by MTC	
PA-5	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.		Redirect (5)	Website www.walkbikemarin.org already being developed as part of NTPP program	
PA-6	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	-	Delete	Duplicate of PA-3 "Community Events"	

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			walk/ride exhibit that travels around the community.			
PA-10	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	Redirect (1)	Focused on recreational/weekend riding; Conduct needed feasibility, fund through other sources
PA-11	Public Awareness	Campaign Around a Theme	Create an overall theme for Marin's Nonmotorized Transportation Pilot Program, such as "Think Twice", encouraging people to think twice before using their cars. All the promotional materials, events and literature would incorporate this theme, creating an identity and "action" for the Pilot Program.	New idea	Delete	Duplicate of PA-2 "Print Campaigns"
ED-3	Education	Safe Routes to School, School Safety	Programs that work with schools, teachers, administrators and parents on pedestrian, bicycle and vehicular safety.	MCBC's Safe Routes to School program offers a wide variety of education and other services to Marin schools already, including Street Smarts and School Pool programs. Otto the Auto is a AAA-funded program that visits No. California Schools and teaches pedestrian, passenger, bike and helmet safety. AAA also	Redirect (5)	Already funded and being implemented by TAM as part of Marin Safe Routes to Schools

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				sponsors Safety Patrol programs at schools for 5th & 6th graders. AAA Foundation also offers a catalogue of safety videos.		
ED-4	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		Redirect (4)	Outside of jurisdiction of Marin County and its local agencies. Changes to driver education under the jurisdiction of California Department of Motor Vehicles.
ED-5	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	Redirect (1)	Focused on recreational walking; Fund through other sources

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ED-9	Education	School Pool	SchoolPool is a Safe Routes to Schools program component for parents who want to share in the duties of getting children to and from school. They do this in one of three ways: WalkPools or Walking School Buses (one of more adults accompany children to and/or from school), BikePools or Bike Trains (one or more "driver" adults accompany children to and/or from school on bicycles), and CarPools (two or more families agree to share driving duties to and/or from school). Coordination of the transportation methods requires collaboration with school administrators and parents, and includes meetings, activity promotions, media outreach, and ideally a secure database that contains the contact information of interested families.	Current offering of TAM's Marin County Safe Routes to Schools program, but has not been fully implemented, so full cost is unknown.	Redirect (5)	Already funded and being implemented by TAM as part of Marin Safe Routes to Schools
ED-11	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	Redirect (1)	Focused on recreational riding; Fund through other sources

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INC-7	Incentives	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	Redirect (4)	Would be a violation of Federal Funding requirements to provide cash payout; Fund through other sources