

## Nonmotorized Transportation Pilot Program Programs Retained by Screening

Number	Type of Program	Program Name	Description	Cost/Where in Use	Screening Action
RES-1	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.	Keep for ranking process
RES-2	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.	Trips for Kids	Keep for ranking process
RES-4	Resources	Community maps	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.	Mill Valley	Keep for ranking process
RES-6	Resources	Model Policies, Ordinances, Practices Toolkit	The County of Marin would work with TAM to develop a Policy Toolkit that would include model policies for bicycle and pedestrian transportation including: conditions for development, bicycle parking requirements, showers at work, bicycle and pedestrian ordinances on design, complete streets best practices, etc. A consultant would be hired to take this toolkit to each public agency and seek their adoption of all or some of the policies in the Toolkit. Model policies for bicycle and pedestrian projects and programs, such as model zoning language for a bicycle parking ordinance, Complete Streets materials, and sample policy language for planning documents.	Available through public and private sector sources such as the American Planning Association (APA), Alta Planning + Design, etc.	Keep for ranking process
RES-7	Resources	Complete Streets	The County of Marin would work with TAM to develop a database that would track all roadway and transit projects that are underway throughout all jurisdictions in Marin County. The projects would also be plotted on a map using GIS, with an overlay of the adopted bicycle and pedestrian master plans' facility recommendations. A consultant would be hired to track the projects, and work proactively with all jurisdictions to help them consider and include the needs of bicyclists and pedestrians in the design	New idea.	Keep for ranking process

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			of transportation projects.		
RES-8	Resources	Kiosks and Maps for Directional Signage	Marin's Directional Signage program is being implemented in all cities and towns, and could be beneficially supplemented with 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. The kiosks would display, at the very minimum, countywide maps showing the cyclists' location, the signed bike routes, and all of Marin's popular destinations. In addition, smaller maps could be created to show a schematic of the countywide system, which riders could pick up at kiosks, Visitors' Centers, on-line and in other locations.		Keep for ranking process
PA-1	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)	Keep for ranking process
PA-2	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)	Keep for ranking process
PA-3	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 walkbikemarin at events. Sample events include: Marin County Fair, Community Fairs+C13		Keep for ranking process

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PA-4	Public Awareness	Booths at Events	Booths would be set up to disseminate information and gather e-mail addresses at events		Keep for ranking process
PA-7	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	Keep for ranking process
PA-8	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. May include programs similar to Ten Toe Express Guided Walks (Portland), Step Up to Health (Rockville, MD), Walk and Roll (Caltrain), or rides aimed at Novice Riders. An instructor and an experienced volunteer who acts as a ride sweeper can comfortably work with up to 30 participants.	Safe Routes to School Programs	Keep for ranking process
PA-9	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	Keep for ranking process
PA-12	Public Awareness	Share the Road Checkpoints	The Marin County Bicycle Coalition (MCBC) conducts 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	Currently costs \$2,000-3,000 for MCBC to coordinate, promote, staff and conduct the Checkpoints series once a year. The law enforcement officers are paid separately for their time by their police department, typically as overtime hours.	Keep for ranking process

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			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.		
PA-13	Public Awareness	Street Smarts	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.	San Jose	Keep for ranking process
PA-14	Public Awareness	Media Marketing	Media marketing would include a variety of print, radio, TV or other media outreach campaigns. These could also include Public Service Announcements (PSAs) that 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	Keep for ranking process
ED-1	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.		Keep for ranking process

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ED-2	Education	Cable Access programs	Work with cable provider to initiate programs like BikeTV.org or pedestrian.org		Keep for ranking process
ED-6	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.	MTC's Routine Accommodation Checklist, UC Berkeley's ITS Program, Caltrans training program	Keep for ranking process
ED-7	Education	Bicycle Education/ Street Skills	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. Some course instructors bring in a local police officer who addresses legal issues, answers participant questions, and signs class certificates for those attending to reduce a citation fee. 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. 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 often 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 Depart (St. Paul), SFBC (San Francisco), MCBC (Marin County Bicycle Coalition). Currently costs \$6,000 annually for MCBC to coordinate, promote and staff six classes per year. The class meeting room and powerpoint equipment is donated by Marin General Hospital.	Keep for ranking process

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ED-8	Education	Riding with Youth Workshops	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.	Requires up to 5 hours of staff time per workshop. Workshop promotion requires variable additional time. Currently costs \$350-400 for Marin County Bicycle Coalition to coordinate, promote, and staff each workshop.	Keep for ranking process
ED-10	Incentives	Bike Riding After Dark	Information about vehicle code lighting and reflector requirements, Lights for Bikes enforcement program, providing lights instead of tickets (Arlington, VA)		Keep for ranking process
INC-1	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.	Keep for ranking process
INC-2	Incentives	Guaranteed Ride Home	Provides a guaranteed ride home, under certain conditions, for individuals enrolled through their employers who take an alternative mode to work. Conditions could include family emergencies, unscheduled overtime, illness, or severe weather. Generally, return rides are provided through taxis or other contracted services. In some cases, rental cars are used.	Alameda County has a program offered to employers with over 100 employees, or office buildings with over 100 total employees and a transportation coordinator. The program costs \$70K per year and has resulted in a 14% mode shift among participants. Similar programs have been implemented elsewhere. The majority of costs are for administration; (in Alameda County, all administration is done through a contract). Ultimately, GRH is an "insurance policy" that encourages the use of alternative modes and few rides are actually used.	Keep for ranking process

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INC-3	Incentives	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	Keep for ranking process
INC-4	Incentives	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.	Keep for ranking process
INC-5	Incentives	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.	Keep for ranking process
INC-6	Incentives	Awards	Program to recognize bike/ped friendly businesses		Keep for ranking process
INC-8	Incentives	Subsidized bicycle program	Public subsidies or rebates for the purchase of bicycles		Keep for ranking process
INC-9	Incentives	Employer Programs	Purchases of bicycles by employers that can be loaned to employees wishing to commute by bicycle. Subsidies for bicycles, shoes, and/or 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.	Keep for ranking process

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INC-10	Incentives	Bike Secure Program	Program provides free bike racks to businesses. Targeted to individual private businesses (or shopping centers).	Santa Cruz County	Keep for ranking process
INC-11	Incentives	Electric Bike Rebate	Provides \$375 rebate for electric bicycle purchase (electric assisted bicycles)	Santa Cruz County	Keep for ranking process
INC-12	Incentives	Bike Stations	Attended bicycle parking facilities, often developed at major transit centers. In addition to secure, attended parking, bike stations may also offer bike repairs, bicycle and clothing sales, bike rentals, bike commuter information, and changing facilities.	Palo Alto, Berkeley, Embarcadero	Keep for ranking process