

Booths at Events

Project Number: PA-4



LOCATION

Countywide

COST

\$40,000

PROJECT DESCRIPTION

The purpose of this program is to inform Marin residents about the variety of walking and bicycling facilities countywide, educate on the benefits of walking and bicycling, and offer information on the Nonmotorized Transportation Pilot Program and other walking and bicycling initiatives countywide -- all to encourage bicycling and walking as a means of everyday transportation and improve community health and interaction.

In addition to helpful information, various promotional items are being distributed at the events, including tire patch kits, lights, water bottles, bells, maps, and pedometers. These items are targeted to facilitate participants in being able to bicycle and walk more.

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
- Biketober Festival

STATUS

Tabling at events is ongoing and will continue through 2010. Look for us at a community event near you!

Revision Date: 1/8/09



Biketoberfest drew many interested Marin Cyclists



The Walk Bike Marin County Fair display and giveaway bike



A family at the Marin County Fair learns about the NTPP program

For questions, please contact Dan Dawson, Marin County Department of Public Works, ddawson@co.marin.ca.us or 415-499-6287