

Booths at Events

Project Number: PA-4



LOCATION

Countywide

COST

\$54,000

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, and maps. These items are targeted to encourage and facilitate participants in being able to bicycle and walk more for everyday trips, whether running errands, going to work, or a recreational tour.

Since 2008, the WalkBikeMarin Booth Program has had participation from over 4,500 people at over 21 events countywide, including:

- Marin County Fair
- Bike-to-Work Day Energizer Station at the Civic Center
- Farmers Markets
- Community Events and Festivals
- Biketoberfest

STATUS

Tabling at events is ongoing and will continue through 2013. Look for us at a community event near you!

Revised November 2012



Biketoberfest in Fairfax draws many interested Marin Cyclists



The Walk Bike Marin County Fair display and commute bicycle to be raffled



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@marincounty.org or 415. 473. 6287