

Share the Road / Share the Path

Program Number: PA-12

PROGRAM DESCRIPTION

This program consists of conducting 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, 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. Grant funds may be used to pay for staff time, materials, services, graphics, and other items.

TOTAL FUNDS:
\$50,000

RECIPIENTS:
Local Agencies, Institutions, Non-profits, Firms

Street Smarts Implementation

Program Number: PA-13

PROGRAM DESCRIPTION

Street Smarts is a traffic safety education program developed by the City of San Jose and used by local agencies, including several cities and towns in Marin County, and consists of a broad variety of educational and marketing/promotion materials aimed at improving bicycle and pedestrian safety by reducing unsafe traffic behaviors on Marin streets. This grant will purchase additional materials for this program from existing and new sources, including new graphics, banners, signs, ads, posters, and other items, to heighten awareness of motorist, bicycle and pedestrian safety issues in Marin County. It will also procure additional ready-made educational and training materials for local agencies and school districts to use in staff training and public education venues.

TOTAL FUNDS:
\$100,000

RECIPIENTS:
Schools, Organizations, Institutions, Residents, Homeowners' Associations

