

# Share the Road / Share the Path

Project Number: PA-12



## LOCATION

Countywide

## COST

\$50,000

## PROJECT DESCRIPTION

This program consisted of conducting Share the Road and Share the Path checkpoints on Marin streets and paths. Checkpoints utilized local law enforcement to educate road and path users about their shared rights and responsibilities. Audiences included motorists, bicyclists, and pedestrians.

For the Share the Road program, street corners with a standard stop sign were typically selected as checkpoint locations, as all road users are obligated to stop. Another method was to channel motorists into a coned area. At the checkpoint, uniformed officers and volunteers provided literature in a friendly atmosphere about the ways everyone, including bicyclists and motorists, can safely and conscientiously share the roads. Handouts contained California Vehicle Code information, Codes of Conduct for bicyclists and motorists to foster respect for each other, plus safety and courtesy tips.

Share the Path checkpoints took place on various multiuse paths throughout Marin County. In addition to educational and safety literature, the checkpoints included free water, energy bars, and flat tire patch kits. The Share the Path program took its inspiration from the Burma Shave roadside campaigns of the 1940's and 50's. Burma Shave, a popular shaving lotion in that era, would set up small, similar signs, with a rhyme and punchline at intervals along American highways. As speed limits and automobile speeds increased, the small signs had a difficult time being read, and were eventually phased out. This type of signage is perfectly suited towards the slower speeds of bicyclists and pedestrians along a Marin paths.



Path users stop for a water break at the Share the Path checkpoint



For questions, please contact Dan Dawson, Marin County Department of Public Works, [ddawson@marincounty.org](mailto:ddawson@marincounty.org) or 415. 473. 6287

An additional element of the Share the Path program was the Lights On campaign. During this campaign, Walk Bike Marin staff distributed free front and rear bicycle lights and encouraged Marin residents to bring their bicycles to an event and have staff install the lights. Staff also explained laws as they apply to riding a bicycle at night, and distributing forms explaining the laws in both Spanish and English. The Lights On campaign was held in the Fall, during the switch from daylight savings time.

### STATUS

The program has concluded after a successful run from 2007 through 2010.

*Revision Date: May, 2012*

