

SUMMARY of
Alameda County's
Countywide Pedestrian and Bicycle Funding Priorities

PROGRAMS

The Measure B Bicycle and Pedestrian Countywide Discretionary Fund grant program is guided by the priorities outlined in the Countywide Bicycle and Countywide Pedestrian Plans. This document outlines the priorities of these two plans, and therefore of this funding source.

Program Resources: www.actia2022.com

Please review the many useful resources on the ACTIA Website, including the scoring criteria for Programs.

Countywide Significance:

- Because these are countywide funds, the funds are for programs that have **countywide significance**. This is defined as: “Program must be targeted to the entire county, or it must be a demonstration or pilot program that could be applied at other agencies/jurisdictions, or that produces a resource that can be easily used by other agencies or countywide.”

Eligible Categories for Projects:

In order to be eligible for the Measure B funds, a project must fall under a program category identified in the Countywide Bicycle Plan or the Countywide Pedestrian Plan. The program categories are listed below. Please review the relevant Plan to see a description of these program areas.

- *Countywide Bicycle Plan:*
 - Provide Mechanisms for Cities to Share Best Practices
 - Incorporate Bicycle Safety in the County's Public Health Program
 - Establish County-level Bicycle Safety Education Programs for Adults and Children
 - Support County-level Safe Routes to School Programs
 - Promote Sub-regional Sharing of Bicycle Safety Training Equipment
 - Equip Police Departments with Improved Handouts
 - Capitalize on Existing Annual Promotions (such as Bike to Work Day)
 - Offer Bicycle Driver Education Materials at DMV Offices
 - Traffic School for Motorists
 - Traffic School for Bicyclists (known as Bicycle Diversion Training)
 - Provide Bicycle Driver Education Messages on AC Transit and BART Vehicles
- *Countywide Pedestrian Plan:*
 - Promotion:
 - Individualized Marketing
 - Walk-to-Transit Programs
 - Organized Walks
 - Walking Maps

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- Education:
 - Safe Routes to Schools Programs
 - Driver Education Programs
- Highest Priority to Programs that:
 - Serve the entire county, or a demonstration/pilot/innovative program that involves multiple jurisdictions/areas/non-profits.
 - Are shown to be highly effective at encouraging bicycling and/or walking, or improving bicycle and/or pedestrian safety.
 - Serve a high number of users.