



County of Marin Community Service Fund Program Application Form

Application Date 3/31/2020

Fiscal Year July 1, 2019 - June 30, 2020

Organization Information

Full Legal Name: Marin County Bicycle Coalition

Organization URL: Marin County Bicycle Coalition

Mission/purpose of your organization:

To create a healthy, connected, and sustainable Marin by promoting bicycling for everyday transportation and recreation.

Grant Request Information

Program/Project Name: Marin Bicycling Map

Summary of how County funds would be used for project:

Support from the Community Service Fund will enable Marin County Bicycle Coalition (MCBC) to update and distribute our Marin Bicycling Map, which is an essential and comprehensive resource for those riding bikes on Marin’s roads, pathways, and trails

Amount Requested Dollar: Support from the Community Service Fund will enable Marin County Bicycle Coa

Total Project Cost: \$20,106.00

Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.

Since 1998, MCBC has been proud to produce the Marin Bicycling Map, the County’s most comprehensive resource for those riding bikes on Marin’s roads, pathways, and trails. The map’s popularity continues even in the “smartphone” era; MCBC distributes thousands of copies of the map annually at bike shops, classes, events, and by mail. It is also displayed publicly at several locations throughout Marin, including transit centers, bike shops, and informational kiosks along bike routes.

The Marin Bicycling Map plays a key role in promoting safe bicycling for everyday transportation and recreation, both on-road and off. In addition to helping people safely navigate and explore Marin by bike, the map includes information about how to: 1) safely and responsibly share pathways and trails, 2) lawfully and safely maneuver while riding in traffic, 3) bring bikes on-board transit, 4) access bridges, and 5) report hazards or harassment. New for 2020, we’re also adding a section on e-bike policies around the County.

Having recently ran out of stock from our last map update, which was in 2011, we are taking this opportunity to update the map content--including new or modified bike routes--for a print of 10,000 copies on durable, water-resistant paper to be widely distributed around Marin County. We will also provide the file to all public agencies in Marin who wish to update or install new map kiosks.

Funding from the Community Service Fund will help cover 1) staff costs associated with updating the map and 2) printing costs, both of which are beyond our current budgetary capacity.

List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:

The Marin Bicycling Map is a critical resource that enables safe bicycling for transportation and recreation. This is aligned with several County policies and goals, including those related to public health, air quality, climate change, traffic congestion, and enjoyment of public lands. The County’s adopted Bicycle and Pedestrian Master Plan (2018) mentions the map as an important educational resource.

Studies show that over 50 percent of all Americans are interested in bicycling more regularly, but are too concerned for their safety to do so. The Marin Bicycling Map helps people of all ages and ability levels overcome these barriers to bicycling by highlighting the safest bike routes, challenging intersections, and roads to avoid.

In addition to capturing on-street bike routes, the map is the only resource that captures Marin’s hundreds of miles of bike-legal trails and fire roads. It is incredibly popular among those seeking new routes and adventures throughout Marin’s vast public lands. As a result, it increases awareness of and visitation to all of Marin’s lands, while encouraging safe and friendly trail interactions.

MCBC recently approved a new Five-Year Strategic Plan that includes several new programs targeting women, children, and new/emerging riders. Support from the Community Service Fund will enable us to distribute the map to program participants and encourage more families and women to take up bicycling.

This organization has never received Community Service funds.

No County funding was received for this project or others.

Project/program cannot be completed if amount received is less than requested amount of Community Service funds.

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.

Project Funding Sources	Funding Agency	Funding Requested	Received	Notes
County CSF		\$10,000	\$0	
Federal Grant		\$0	\$0	
State Grant		\$0	\$0	
Individual Contributions		\$0	\$0	
Other Local Agencies		\$0	\$0	
In kind services	MCBC	\$1,250	\$1,250	<i>Pro bono design consultation</i>
Other	Fee for services	\$10,330	\$0	<i>Map income (post production)</i>
Total Sources		\$21,580	\$1,250	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs		\$6,172	\$3,500	<i>Salary and benefits, pro bono design consultation</i>
Services and Supplies		\$0	\$0	
Capital		\$13,934	\$0	<i>Map printing - 10,000 copies, incl. tax & shipping</i>
Other		\$0	\$0	
Total Expenses		\$20,106	\$3,500	