



Sunnyvale

## VTA Measure B Bicycle and Pedestrian Education & Encouragement Program

FY 22-23 Proposed Projects

August 18, 2022



# Agenda

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- Background
- Update on FY 21/22 Projects
- FY 22/23 Proposed Projects

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## Measure B Bicycle and Pedestrian Education & Encouragement Program

- Funds projects to promote, educate, or encourage safe walking or bicycling



*Source: 2016 VTA Measure B Bike and Pedestrian Program Guidelines*



# Update on FY 21/22 Projects

# Update on FY 21/22 Projects

## FY 21/22 Completed Projects

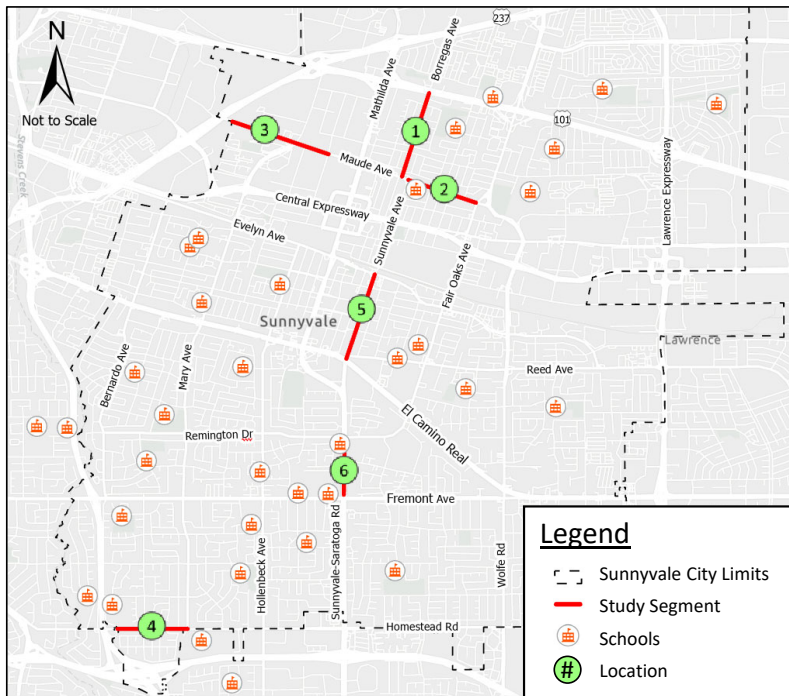
Project Title	Project Description
Bike Valet	Provide bicycle valet service at 2022 Sunnyvale Art & Wine Festival
Bike Rodeo	Teach children the skills and precautions to ride a bicycle and to walk safely
Bicycle Counts	Conduct 24-hour bike counts at 6 locations
SRTS Incentives	Purchase incentives to encourage students to walk or roll to school
Table Skirt & Poster Board	Publicize biking and walking at City events



<https://www.youtube.com/watch?v=j582nfvS4TI>

# Update on FY 21/22 Projects

## FY 21/22 Completed Projects



## Bicycle and Pedestrian Counts

24-Hour Counts Collected on Wednesday, May 25, 2022

Location	Study Street	Study Segment	Direction	Total Bicyclists	Total Pedestrians
1	Borregas Ave	Maude Ave - Ahwanee Ave	NB/SB	411	210
2	Maude Ave	Sunnyvale Ave - Fair Oaks Ave	EB/WB	229	338
3	Maude Ave	Mary Ave - West City Limits	EB/WB	136	37
4	Homestead Rd	Mary Ave - Bernardo Ave	EB/WB	456	435
5	Sunnyvale Ave	El Camino Real - Evelyn Ave	NB/SB	291	335
6	Sunnyvale-Saratoga Rd	Fremont Ave - Remington Dr	NB/SB	225	699

# Update on FY 21/22 Projects

## SRTS Incentive and Giveaway – Examples

- Pencils
- Bike Bells
- Safety Vests
- Drawstring Backpacks
- Silicone LED Bike Lights
- Rear Bike Mirrors
- Water Bottle Cages
- Reflective Arm Bands
- Reflective Slap Bracelets
- Rechargeable LED Blinking Lights





# Update on FY 21/22 Projects

## FY 21/22 On-going Projects

Project Title	Project Description
Bicycle Safety Workshops	Safety course and workshop for middle school students and parent/guardian
Bike Counts	Conduct 24-hour bike counts bi-annually at 6 locations
Bike-to-Work Day/Bike-to-Wherever Day	Host energizer stations to distribute refreshments and educate participants
Helmet Distribution	Purchase and distribute helmets to students
Vision Zero Campaign Outreach Plan	Develop a strategic and comprehensive marketing outreach plan
Pedestrian Scramble Signal Safety Video	Create an educational video on how to navigate pedestrian scramble signal
Walking and Bicycling Safety Video	Create an educational video to provide safety tips to pedestrians and bicyclists
SRTS Incentives & Bike Related Giveaways	Purchase incentives to encourage biking and walking

Staff will continue to deliver these projects in FY 22/23

# FY 22/23 Proposed Projects

## FY 22/23 Proposed Projects

### FY 22/23 Proposed Projects

Project Title	Project Description
Walk-to-School Day	In Pedestrian Month in October, host a walk-to-school day to encourage students to walk to school
Bike-to-School Day	In Bike Month in May, host a bike-to-school day to encourage students to bike to school
Educational Safety Videos	Create educational video
2-Stage Bike Turn Boxes	How to make left turns using 2-Stage Bike Turn Boxes
Crossing Intersections	How to cross various types of intersections safely
Traffic Awareness	How to stay alert of your surroundings

## FY 22/23 Proposed Projects (cont'd)

### FY 22/23 Proposed Projects

Project Title	Project Description
Bike Rodeo	Teach children the skills and precautions to ride a bicycle and to walk safely
Bike Valet	Provide bicycle valet service at City Events
SRTS Coordinator	Fund the SRTS Coordinator position to implement SRTS programs and activities
Enforcement Campaign	Implement targeted safety campaigns to promote safe driving, walking and bicycling behaviors



Questions?