



Sunnyvale

# VTA Measure B Bicycle and Pedestrian Education & Encouragement Program

Discussion of FY 21-22 Potential Projects

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# Agenda

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- Background
- Update on FY 20/21 Projects
- Discussion of Proposed FY 21/22 Projects



# Measure B Bicycle and Pedestrian Education & Encouragement Program

## Background

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

- Program that funds projects to promote, educate, or encourage safe walking or bicycling



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

# Update on FY 20/21 Projects

## Update on FY 20/21 Projects

### FY 20/21 Planned Projects

Project Title	Project Activity Description
SRTS Incentives	Purchase incentives to distribute to students to encourage students to walk or roll to school
Banners for Schools	Create Walk and Roll encouragement banner for Sunnyvale schools to increase awareness of the SRTS program
Develop a strategic outreach plan for Vision Zero Campaign	Hire a consultant to develop a strategic and comprehensive marketing outreach plan to serve as a future roadmap, focusing on safety for bicyclists and pedestrian.

- Due to COVID-19 restrictions and impacts, only a portion of the projects was delivered in FY20/21.
- Staff will continue to deliver these projects.

# Discussion on Proposed FY 21/22 Projects

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## FY 21/22 Proposed Projects

- Bicycle Rodeo at Public Schools
- Bicycle Safety and In-Person Workshops for middle school students and their guardians
- Giveaways and SRTS Incentives
- Walking/Bicycling Safety Video
- Educational Video on Pedestrian Scramble Signal
- Bike Valet at City Events





# Discussion on Proposed FY 21/22 Projects

## Giveaways and SRTS Incentive Examples

- Pencils
- Reflector Safety Slap Bracelets
- Silicone LED Bike Lights
- Drawstring Backpacks
- Bike Bells
- USB Thumb Drives
- Safety Flags
- Rear Bike Mirrors
- Reflective Safety Arm Bands
- LED Blinking Lights





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Questions?