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REPORT TO BICYCLE AND PEDESTRIAN ADVISORY COMMISSION

SUBJECT

Discussion on Design Concepts for Future Utility Bill Inserts

DISCUSSION

Open discussion about the design of BPAC oriented utility bill inserts that are scheduled to be sent to Sunnyvale residents in July 2019.

Discussion during February 21, 2019 BPAC meeting included:

- Incorporating a positive message: “Get Out and Ride”
- Encourage a recreational bicycle ride with a photo of the Bay Trail
- Safety message: “Three feet for safety, three feet for fun”
- Include a QR code with a link to the Sunnyvale Bicycle Map or a (future) Sunnyvale BPAC webpage