

City of Gilroy
Bicycle Pedestrian Commission
General Measure B Education & Encouragement Work Plan

Goals:

- Promote, educate, and/or encourage safe walking or bicycling for residents or visitors of every age and ability
- Communicate to residents and visitors the benefits of walking and bicycling; and
- Communicate to school children, residents, and visitors the rights and responsibilities of pedestrians, bicyclists, and motorists.
- Encourage and provide education for walking and biking among the low income and Hispanic communities prevalent in Gilroy
- Promote walking groups activities for seniors

Events & Programs:

- Safe Routes to Schools programs and activities.
- Creation and distribution of marketing materials to encourage safe walking, biking, and driving.
- Purchase and distribution of bicycle helmets, lights, reflective vests, reflective stickers reflective bands or other bicycle/pedestrian safety equipment to be used in education/encouragement activities. Safe Routes to School Task Force purchase and distribution of incentives for education/encouragement activities.
- Community-based bicycle/pedestrian surveys of facilities and surrounding areas to learn, observe, and identify bicycle and pedestrian hot spots.

Gilroy BPAC has the following events that we are experienced with and see results when we perform education and encouragement activities:

-Bike to Work Day, Party in the Park San Ysidro, Turning Wheels Gilroy Library, National Night Out, Thursday Night Live, Lets All Go To The Park, Spirits Night San Ysidro Park, Las Madres Turkey Trot, and South County Health Faire in Downtown Gilroy

Evaluation Metrics, Project Reach and Scale

- Mode shift and community engagement at public events will be evaluated by the amount of people engaged at our booths, by tally counts, and by helmets fitted.
- Behavior Change, Safe Routes to School program will be evaluated by the continuation of Walk & Bike counts at all the elementary schools every May and October including annual teacher travel tallies and every (x) a parent travel survey.
- Measure project reach of online media campaigns

Cost:

- Staff Cost (Staff Cost of \$800/event waived if handled by BPAC & BPAC volunteer recruitment \$60/hr LCI led bike education events/programs)**
- Gilroy BPAC logo pop-up tent (\$1500)
- Gilroy BPAC logo table linen (included above)

- Gilroy BPAC logo stamps for event passports (\$20)
- Walk/Bike Gilroy Reflective Stickers (\$287 for 250 stickers)
- Bike lights (\$674 for 288 lights)
- Raffles for safety items, water bottles, and bikes/scooters
- Design a Walk Gilroy and Bike Gilroy t-shirt (\$1400 for 200 shirts)
- Bike Gilroy Specialized Water Bottles (\$1000 for 200 bottles one-time purchase)

Total Cost Range- ~ \$6,200 - \$32,400

