

DRAFT Cupertino Bike/Ped E&E Work Plan

Measure B Funding

1. USE OF FUNDS

Cupertino's Safe Routes to School Program proposes to use Cupertino's yearly allocated Measure B BIKE/PED E&E PROGRAM funds to implement the following "E&E PROJECT":

- a) Education of walking and bicycling skills to adults and children.
 - ➔ New Pedestrian Education Program (Ped Ed) at all eight elementary schools in Cupertino (cost TBD: \$12,200 - \$82,320, depending on which vendor we select, and whether we offer the program to one or three grades per school)

Any Measure B BIKE/PED E&E funds remaining after covering the cost of the Ped Ed program above would be used for any of the following activities/projects (each, an "E&E PROJECT"):

- b) Creation and implementation of marketing materials to encourage mode shift towards active transportation.
 - ➔ Safe Route to School-themed streetlight banners to hang along Cupertino arterial roads to encourage and inspire people to walk and bike, created through a partnership between high school students and Cupertino's Safe Routes to School Program (\$5,350 every 3-4 years)
 - ➔ Walk and Roll Banners to hang at schools, to encourage students to walk and roll to school (\$125/banner, every 2-4 years depending on wear and tear)
- c) Development and distribution of maps that promote places to walk or bike.
 - ➔ Yearly distribution of printed Suggested Routes to School maps to all kindergartners in Cupertino (\$390/year)
- d) Education of walking and bicycling skills to adults and children.
 - ➔ Implementation of Bike Rodeos at all eight Cupertino elementary schools (\$750 - \$1380/school, depending on whether a classroom presentation is given prior to the rodeo)
 - ➔ Implementation of Bike Skills Workshops at all three Cupertino Middle Schools (\$1000/school)
 - ➔ Safety tip sheets for cycling, driving, walking, bike locking, and/or helmet fitting (~\$300/year)

- e) Purchase and distribution of bicycle helmets, lights, reflective vests, or other bicycle/pedestrian safety equipment to be used in education/encouragement activities.
 - ➔ Safety vests for bicycle workshop participants (\$364 in 2019: one-time cost)
- f) Purchase and distribution of incentives for education/encouragement activities.
 - ➔ Set of red and white bike lights for middle school bike workshop participants (\$900/year)
 - ➔ Bike bells for rodeo participants (\$1,300/year)
 - ➔ SR2S stickers for Walk and Roll day participants (\$900/year)
- g) Organization and implementation of special community events focused on achieving the BIKE/PED E&E PROGRAM goals described in Section 1. BIKE/PED E&E PROGRAM CATEGORY, such as community rides or walks.
 - ➔ Flyers, posters and banners to publicize for:
 1. Annual Fall Bike Fest & Family Bike Ride (\$200/year)
 2. Earth Day Family Bike Ride (\$50/year)
- h) Any other program or activity approved by VTA in writing.
 - ➔ Staff time to support Cupertino Safe Routes to School programming (\$17k? to increase part time intern salary to full time)
 - ➔ Crossing Flags (\$500/year)
 - ➔ Wages for one crossing guard (\$17k/guard)

Cupertino's Safe Route to School Program proposes to use the BIKE/PED E&E PROGRAM funds for direct costs such as contract services to deliver education programming; printing fees for safety tip sheets, flyers, posters and banners; and purchase of bicycle/pedestrian safety equipment and incentives to be used or given away at education/encouragement events.