**2016 Measure B Bicycle & Pedestrian Education & Encouragement Program of Projects**

*Choose an Agency*

*Fiscal Year: July 1, 20XX – June 30, 20XX*

Instruction:

1. Fill out this form in Microsoft Word. Make sure you indicate the agency and fiscal year above.
2. Submit a draft to VTA for review and approval.
3. After approval, go to “file” and “Save as” to save this file as PDF. Please do not print to PDF because it will not preserve the document accessibility. Any attachments to this document should be made accessible and have optical character recognition.
4. Submit the final version in PDF to VTA as official submittal. Due date is October 1st of every year.

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| Project Title | Project Activities Description | Project Locations | Frequency | Project Goals\* | Proposed Evaluation Metrics\* |
| *Example:**Online media safety campaign* | * *Develop clear and direct campaign slogans, and design marketing materials.*
* *Advertise campaign through online articles and news.*
 | *Online* | *Annually* | * *Increase awareness of the responsibilities of pedestrians, bicyclists and motorist and improve behaviors.*
 | *Project reach: number of people taking the pledge* |
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\*Note: Project sponsors must identify at least one primary goal and one proposed evaluation metric.