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

*Choose an Agency*

*Fiscal Year: July 1, 2025 – June 30, 2026*

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 and Frequency |
| *Example:**Online media safety campaign* | * *Develop clear and direct campaign slogans, and design marketing materials.*
* *Advertise campaign through online articles and news.*
 | *City’s Facebook and Instagram accounts* | *One campaign post a month* | * *Increase awareness of the responsibilities of pedestrians, bicyclists and motorist and improve behaviors.*
 | * *Project reach: number of views per post within the first week of posting*
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| *Example:**Bike Rodeo for 4th graders* | * *Hire vendors to plan and conduct bike rodeo programs.*
* *Teach safety and on-bike skills.*
 | *Public schools – listed in attachment* | *Once a year at each school* | *Educate students to bike safely and train bike riding skills.* *Provide bike helmets to participating students, which they can keep.*  | * *Number of schools participating*
* *Number of students participating per school*
* *Percentage of overall number of students participating per school*
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\*Note: Project sponsors must identify at least one primary goal and one proposed evaluation metric.