City of Gilroy

Gilroy BPAC Measure B E&E Community Engagement 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 residents, and visitors the rights and responsibilities of pedestrians, bicyclists, and motorists.
- Increase walking and biking between Hispanic and low socioeconomic communities prevalent in Gilroy.
- Increase walking among seniors.

Events & Programs:
- Creation and distribution of marketing materials to encourage safe walking, biking, and driving.
- Distribution of bicycle helmets, bike lights, and reflective safety items used in education/encouragement activities.
- Bike-ped rodeos
- Walk-ride leader training
- Community educational fun rides and walks
- Infrastructure ride
- Bike valet ($700 SVBC)
- Bike buddy instruction & support

The Gilroy BPAC has the following annual events that we are experienced with and see results when we are present:
- Party in the Park San Ysidro (June), Turning Wheels Gilroy Library (June), National Night Out (August), Thursday Night Live (June-August), Lets All Go To The Park (October), Spirits Night San Ysidro (Oct), Las Madres Turkey Trot (Nov), South County Health Faire (April) in Downtown Gilroy, YMCA events and Events at Housing Developments

Evaluation Metrics, Project Reach and Scale
- Mode Shift, Community Engagement, Public events will be evaluated by the amount of people engaged at our booths, in our programs, or by helmets fitted.
- Project Reach 200-visit booth at each event, pledges to ride/walk/take transit.
- Number of participants in training/rodeo/bike education ride

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)
- Cost: $60/hr per LCI or SVBC cost $800/rodeo-$1,500-$3000/ride
- Gilroy BPAC logo stamps for event passports ($20)
- Walk/Bike Gilroy Reflective Stickers ($287 for 250 stickers)
- Bike lights ($674 for 288 lights)
- Free interactive items at event bike blender, bike-ped safety spin wheel, bike-ped rodeo equipment, and helmets