

City of Gilroy

Gilroy BPAC Bike To Work Day Measure B E&E Work Plan

Goals:

- Encourage safe bicycling for residents or visitors of every age and ability
- Communicate to residents and visitors the benefits of bicycling; and
- Communicate to residents, and visitors the rights and responsibilities of pedestrians, bicyclists, and motorists.

Events & Programs:

- May Bike to Work Day (SVBC) Energizer Station at Gilroy Transit Center
- Create and distribute marketing materials to encourage safe walking, biking, and driving.

Evaluation Metrics, Project Reach and Scale

- Mode shift and community engagement will be evaluated by the amount of people engaged at our booth by a tally count.
- In 2019 we had 33 stop by energizer station and our goal in 2020 will be 37.

Cost:

-Staff Cost Free (Handled by Gilroy BPAC)

- Gilroy BPAC logo pop-up tent (\$1500 one-time purchase)
- SVBC Swag Bags (\$120 for 40 bags)
- Gilroy BPAC logo table linen (included above)
- Walk/Bike Gilroy Reflective Stickers (\$287 for 250 stickers)
- Bike lights (\$674 for 288 lights)
- 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)

