



DATE: April 27, 2016

AGENDA ITEM # 5

**TO:** Bicycle/Pedestrian Advisory Commission  
**FROM:** Cedric Novenario, Staff Liaison  
**SUBJECT:** Bicycle/Pedestrian Education – Event Planning

**RECOMMENDATION:**

Discuss potential bicycle/pedestrian outreach event

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**BACKGROUND**

On the March 23, 2016 commission meeting, the Bicycle/Pedestrian education subcommittee provided a final report out regarding their activities. The subcommittee recommended four measures that would contribute to a successful bicycle/pedestrian education campaign. This staff report will discuss recommendations revolving around bicycle/pedestrian event planning.

**DISCUSSION**

Attached are the final recommendations from the subcommittee. Item 1: Events and Item 3: Community Outreach, contain elements involving bicycle/pedestrian education event planning. The suggested topics and events are excellent ideas and methods for expanding bicycle and pedestrian education to the residents of Los Altos. To get a better understanding of what Los Altos residents desire in terms of bicycle/pedestrian education, it is suggested that the BPAC obtain a booth at the Los Altos Farmer's market to get resident feedback. The Farmer's Market opens on May 5, 2016 and continues every Thursday, 4:00pm to 8:00pm from May to September. As an example, the BPAC and staff can attend two to three Farmer's Market events and obtain feedback. BPAC and staff will review the feedback and identify topics to plan for future bicycle/pedestrian events. This approach does a few things:

1. It provides the public a sense that the BPAC and City are striving to get community involvement regarding bicycle/pedestrian education
2. Identifies what matters to residents in terms of bicycle/pedestrian education
3. Ideally, the resident suggested topics align with BPAC ideas
4. Provides a foundation for education regarding Vision Zero

Bike and pedestrian safety materials and Suggested Routes to School Maps can also be available as general information for those residents visiting the booth.

Staff welcomes alternative suggestions regarding bicycle/pedestrian education event planning.

Attachment:

Bike & Pedestrian Education/Safety Communications Program