

Non-Capital

ATTACHMENT 4

Project Title: Walk+Bike Chula Vista

Project Type (Planning, Education/Encouragement/Awareness, Bicycle Parking)

Task No.	Task Description	Deliverable/s	SANDAG Funds
1	Develop Media (print, social media, web, video, audio, etc.) - CSD, SDCBC, City of Chula Vista	Flyers, posters, facebook page, web pages, videos that promote walking and biking	\$10,000
2	Content Development - Chula Vista, CSD, SDCBC	Content for social media sites, web pages, twitter, etc.	\$25,000
3	Pedestrian Outreach & Education - CSD	Student Pedestrian Education Programs, Walk Audits, Workshops, promotional activities	\$15,000
4	Bicycle Outreach & Education - SDCBC	Bike rodeos, bike tune-up workshops, safety education, promotional activities	\$15,000
5	Create Engagement Opportunities - CSD, SDCBC	Contests, events, recognition rewards, ambassadors	\$25,000
6	Incentive Materials/Collateral Items	T-shirts, stickers, window clings, etc	\$5,000
7	Project Administration	Project meetings, documents, and evaluation	\$5,000
TOTAL			\$100,000