



Interact
Rotary Sponsored Club



Bike 4 Boba Briefing Charts

Updated February 5th, 2022





Agenda

- History of 2020 B4B Events
- Objectives and Goals of the B4B Plan
- Identify a POC for each High School
- Discuss / Identify team member roles for each High School:
 - Goals
 - Metrics
 - Marketing and Reporting
 - Incentives
- Discuss Marketing Plan Considerations
- Discuss Metrics and Reporting
- Action Items



History of 2020 Bike 4 Boba (B4B) Events

- 2 Events held in Sept and Oct, 2020 at Monta Vista
- Sept - Riders received coupons for items after they parked their bikes, riders were also given other cool stuff
- Oct – 185 Riders were given Boba coupons and cool Bike Stuff
- Ridership increased on both days 175 to 192, 153 to 185+
- Marketing and Event Logistics were handled by Rotaractors, Rotarians supported during the event and counted bikes



Objectives and Goals

- **Objectives**

Develop blueprint for a sustainable bike to school program to increase student bike ridership, reduce HS student commuting carbon footprint for commuting to and from school within each school's service area.

- **Goals**

- 30% increase in bike ridership from Sept 2021 baseline
- Reduce school transportation carbon footprint by 30% from Sept 2021 baseline level
- Sustainable Inter-School Competition



Identify a Point of Contact and Team for Each HS

- **High School POCs are:**
 - Monta Vista — Rachael Ding
 - Cupertino - Nikhil Pasumarthi
 - Lynbrook – Lauraine Kong
 - Homestead – TBS
 - Fremont - TBS
- **Each POC needs to identify team members to cover the following items:**
 - Goals
 - Metrics
 - Marketing and Reporting
 - Incentives
- **Faculty Advisor for each high school**
 - Monta Vista — Mike White
 - Cupertino - Precious Bagamaspad, Zach Jacobs
 - Lynbrook – Anshul Agarwal
 - Homestead – TBS
 - Fremont - TBS



Marketing Plan Considerations

- **Promote the Day Widely**

- Put up signs and banners around the school.
- Get information out in school newsletters.
- Make announcements in the classroom, at Back to School Night and at parent teacher group meetings. Post the information on the school marquee.

- **Make the Day Fun**

- Reward bicyclists with stickers or small prizes.
- Greet the students as they arrive at school with cheers and praise.
- Put decorations around the school to create a party-like atmosphere.
- Get the whole school involved – teachers, administrators, parents and students.

- **Evaluate Your Success**

- Take a tally of the number of students that walked or biked to school that day.
- If possible, compare those numbers to tallies done on a prior day, or if that data isn't available, do another tally in the next few weeks and compare.

Adapted from Safe Routes to School Coordinator Manual: A How-To Guide for Promoting Walking and Rolling at Your School - [English](#)



Metrics and Reporting

- The raw data used to report progress is Bike Counts (more on next chart)
- The Safe Routes to School Class Survey will back up the counts and add data on walkers
- Metrics Derived from Bike Counts
 - % Increase in ridership
 - Carbon Footprint Reduction
 - Total Number of Trips / Miles during the school year
 - Other?
- As logged on Ride Spot App or other app has potential to automate the counting process!



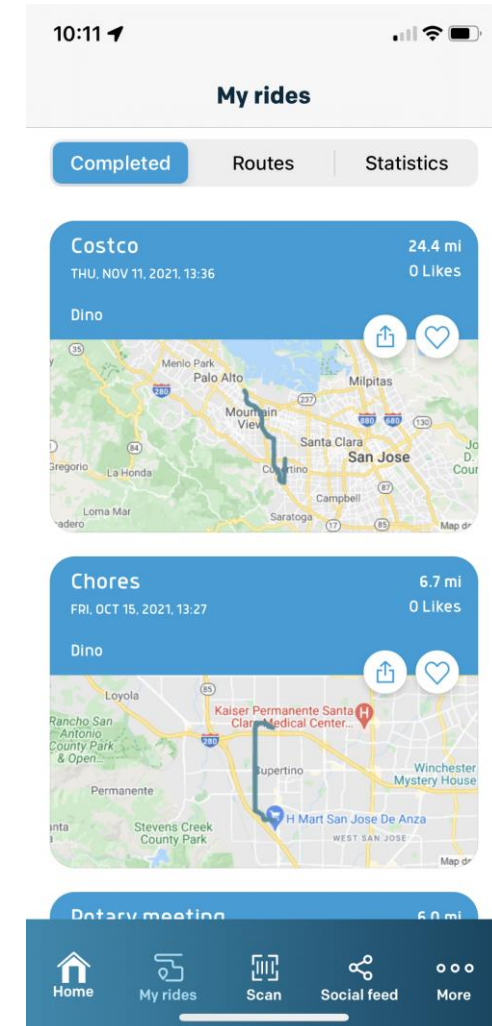
Bike Counts

- Bike Counts will be taken by Walk Bike Cupertino Volunteers twice per month starting in January and after B4B events
- Bike counts should be taken immediately after the morning bell, ideally on a ***Tuesday, or Friday*** with fair weather conditions.
- Bike Counts shall be postponed if Field trips or other events that require a large number of families to drive.
- Data shall be recorded in the Walk Bike Cupertino Google Doc and shall include*
 1. Date/time/school site where bike count was taken.
 2. Weather conditions.
 3. Number of bikes (at elementary schools, please break this out into kids and adult bikes).
 4. Scooter/skateboards shall be included in Bike Counts



Ride Spot App Challenge Thoughts

- Ride Spot is a free App that is designed to promote more biking
- The user logs on prior to riding and the app logs the ride using phone GPS
- GeoFencing option is available to log only rides to and from school
- Rides can be made private if there is a privacy concern
- Avg Distance / Time is available
- Challenges can be set up to enhance completion / give out prizes
- Excellent support group at the non profit managing the APP
- Suggest making use of the app a requirement on B4B days





Potential Incentive Items

- ✓ Boba is the most popular
- Cool Bike Stuff
- Electric Bike for top rider in each school
- Competition between Schools:
 - Best Results by School
 - Total Number of Trips to School logged over the semester or month
- Service Hours
- Other?



Action Items (Future Actions tracked in Meetings)

Action	Person	Status
Determine frequency of the Bike Counts	Dino	✓ Closed – twice per month during the school year
Confirm the days of the week for Bike Counts	Rachel	✓ Closed – Tues or Friday
Get POC for each High School	Larry	MV – Rachael Ding Cupertino – Nikhil Pasumarthi Lynbrook – Luaraine Kong Homestead – TBS Fremont - TBS
Determine list of student volunteers by HS	HS POC	✓ Closed – see minutes
Determine a Faculty advisor for each HS	Larry	✓ Closed – see charts
Develop a Marketing Plan for each HS	HS POC	✓ Closed – see minutes
Develop metrics and reporting parameters	Dino / Carbon POCs	✓ Closed – see minutes



Action Items (Future Actions tracked in Meetings)

Action	Person	Status
Get access to census data for homes in each school district to be used to refine average distance info	Larry / TBS	
Set up a Ride Spot Challenge to log rides to school	Dino	Set up a meeting with Rachel, Alex and Larry
Flush out logistics and incentive system	Rachael, MV IPC, POCs	✓ Closed – will be worked by logistics and incentives team



Successful Bike to School Programs include the 5 `Es`

- Flourishing Bike to School projects see remarkable changes in the way students and parents choose to travel to and from school.
- These projects succeed by including each of the 'Five E's' to ensure that their project is a well-rounded, multi-pronged and time-tested approach to getting more students walking and bicycling.

The Five E's of Bike to School Programs include:

- **Encouragement – Rotaractors**
- Education - Cupertino Safe Routes to School
- Evaluation - Bike Counts: Walk Bike Cupertino initially, transition to Rotaractors
 - Transportation Survey: Cupertino Safe Routes to School
- Enforcement – School Staff
- Engineering – Cupertino Safe Routes to School

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