



2016 Bike Florida Share the Road Challenge Grant Application

Submission Deadline: January 21, 2016

Introduction: Bike Florida invites applications for the inaugural \$25,000 Share the Road Challenge Grant Program. The purpose of the Challenge Grant Program is to stimulate creative thinking about how to better facilitate cycling and improve bike-pedestrian safety at the community level in the State of Florida. Bike Florida is looking for innovative projects that produce measurable impacts and that can be duplicated in other communities. Bike Florida will consider Florida-based projects that encompass infrastructure, education, design, demonstration, public awareness or any other innovative approaches that facilitate bicycling as a safe and convenient form of community transportation.

Project Requirements:

- This program requires a 1:1 match. Cash must account for at least 75% of proposed grant match; up to 25% may be in the form of in-kind donated services and supplies. Applicants should demonstrate how the value of proposed in-kind match is determined. Both cash and in-kind match should be reflected in the project budget.
- Eligible organizations are Florida-based nonprofit organizations, local governments, and school districts. Nonprofits must document IRS 501(c)(3) status. Organizations with close connections to board members of Bike Florida or the Florida Bicycle Association are ineligible to apply for this grant.
- The project period is July 1, 2016 through June 30, 2017.
- Grant funds will be disbursed in quarterly equal payments over the duration of the project period, conditioned upon grantee meeting ongoing performance benchmarks and documenting receipt of match funds.
- Grantee must agree to measure and report project outcomes through June 30, 2019.

Timeline:

RFP release date: November 2, 2015

Applicant's workshop: November 13, 2015

Applicant questions submission deadline: November 16, 2015

Questions and Answers published on Bike Florida website: November 23, 2015

Proposal due date: January 21, 2016

Grant award announcement: February 26, 2016

Project activities to begin by July 1, 2016

Application Instructions:

- All proposals must be submitted via email by **5 p.m. Eastern Standard Time on January 21, 2016** to the following email address: grant@sharetheroad.org.
- Answer all questions on the following application form, typing directly into the Word document using a type no smaller than 11 points, single spaced. *Space shown in the application form is NOT an indication of the expected length of the response.* You may use as much or as little space as you need to respond to each criterion. Data presented in tables and charts may be presented in smaller type size, as long as it is reasonably legible. Budget information must be submitted in the attached Excel spreadsheet.

- There is no page limit for your proposal, but please be concise. Applicants should respond clearly and directly to each criterion. Please refrain from including extraneous information. Application reviewers will not be allowed to award points for material that is not responsive to the criteria.



**2016 Bike Florida
Share the Road Challenge Grant Application
Cover Sheet**

Applicant Information:

Name of Applicant Organization: City of Key West

Address: Planning Department, P.O. Box 1409, Key West, FL 33041

Phone: 305-809-3725

Email: chamilton@cityofkeywest-fl.gov

Website Address: <http://www.cityofkeywest-fl.gov/departments/division.php?structureid=61>

Name of Person Submitting Proposal: Chris Hamilton

Position: Bicycle/Pedestrian Coordinator

Person authorized to sign contracts for the applicant organization:

By my signature below, I certify that I am authorized to contract for the above-described organization and that I have reviewed and approved the attached proposal.

Jim Scholl		City Manager	21 JAN 2016
Name	Signature	Title	Date

Please scan original, signed copy of this cover sheet in jpg or pdf format and submit as an attachment to your proposal.

Type of Organization: ☐ 501(c)(3) Nonprofit ☒ Government ☐ School District

☐ Other (Explain): _____

If you are a nonprofit organization, please attach a copy of your IRS Letter of Determination to document 501(c)(3) status.

A. Needs and Objectives (20 points)

A.1: Identify the geographic area to be served.

The City of Key West lies near the end of the chain of Islands known as the Florida Keys, and is the southern-most city in the United States. Key West is home to 24,649 full time residents and receives over two and a half million visitors annually. The City of Key West is an international destination which promotes and is known for a fun, relaxed, and easy going atmosphere. The center of Key West's legendary night life and other tourist attractions are on Duval Street, home of the world famous Sloppy Joe's bar and to dozens of other bars, nightclubs, and other entertainment venues.

The geography and climate of Key West make our small island city a premier destination for vacationers. The City is host to dozens of special events throughout the year that contribute to the festive reputation of our island. Such events as Hemingway Days, Mel Fisher Days, Old Island Days, Conch Republic Independence Celebration, New Years Eve, Spring Break, and Fantasy Fest to name a few, attract over two million revelers to our island each year.

Key West is a preeminent bicycle friendly community with an international reputation as a safe, convenient place for bicyclists of all skill levels. Bicycling is one of the major forms of transportation and recreation for residents and visitors.

A.2: Describe the conditions of your target community that indicate a need for improvement in bicycle-pedestrian awareness, safety, or facilities.

The large numbers of visitors who drive, walk, and ride bicycles on unfamiliar roadways, mixed with the large number of establishments that serve alcoholic beverages and the major FDOT roadway improvement project serves to create a combination of traffic safety problems that require additional resources, both human and financial. The Police Department works tirelessly to reduce the number of driver and pedestrian fatalities and injury crashes each year and the additional funding provided by this grant will assist us in meeting our goals.

The City of Key West has recently been notified by the Florida Department of Transportation (FDOT) that it will receive funding this summer (2016) to develop a Key West Bicycle and Pedestrian Master Plan to guide long range planning of bicycling infrastructure, with an emphasis on developing bike routes, fostering a safe environment for cycling and promoting cycling as a viable transportation option. It is anticipated that this process will take at least a year.

The League of American Bicyclists has created the League's Bicycle Friendly America program which provides tools to assist local governments to make bicycling a real transportation and recreation option for all people. The League completed an assessment of Key West' bicycling infrastructure in 2015. The assessment noted that according to U.S. Census American Community Survey (ACS) data that 19.8% of Key West residents bike to work--far in excess of

the national average for cities of .55%. The League noted the data also said the ridership growth was 67% compared to the national average of 62%. (2013 statistics) This is a good thing. However, according to the Florida Department of Transportation the city is ranked #1 in the State of Florida for bike/ped accidents/fatalities. We can't tolerate this condition.

A.3: Provide documentation of your identified community need. How do you know this need exists? Documentation may include recent statistics, research or reports. Please briefly cite your sources.

The City of Key West DUI crashes and arrests statistics for the last four years for which there is data is listed below:

	2010	2011	2012	2013 (year to date)
DUI Crashes	46	49	46	1
DUI Crashes w injuries	7 (1 fatal)	11 (1 fatal)	6 (1 fatal)	2
DUI Arrests	198	191	194	16

The City of Key West Bicycle/Pedestrian crashes for 2010-2013.

Pedestrian Accidents	24
Pedestrian Fatalities	1
Pedestrian Injuries	14
Bicycle Accidents	67
Bicycle Fatalities	2
Bicycle Injuries	46

Traffic crashes for 2010-2013:	2010	2011	2012	2013
	1153	1191	1291	478

The bicycle rental industry is huge on the island. It is estimated there may be as many as 2,000 or more rental bicycles available on the island at any one time. Most of these rental bikes are used by the tourists, many of whom may not have ridden a bike in years or decades. The tourists come straight off the cruise ships, reach back into their memory to recall bicycle riding skills, and head off into a town where they are armed only with a small map and no sense of direction. They run red lights, go the wrong way on one way streets, and generally do not react well with the motor traffic. The bike rental companies do all they can to keep them safe with brightly colored bicycles, safety briefings, lights, and helmets. But being tourists, they will do what tourists do. (<http://manateefritters.com/2011/11/29/key-west-is-number-1-unfortunately/>)

Anecdotally a read of the Key West Citizen – Key West's daily paper – hardly a day goes by without accidents making the news. A daily column called "The Voice" is also regularly filled with citizen complaints about unsafe conditions throughout the island, about bicyclists who don't follow the rules, about people in cars who drive too fast or who don't give way to people on bikes or walking or who don't know to stop for people walking or on bikes when they

approach certain intersections. Anyone in Key West will be happy to tell you a story of some “dumb” bicyclist or jaywalker or car driver.

The City recognizes the problem and created a new Bicycle/Pedestrian Coordinator to help be part of the solution. But there is no program. Yet.

A.4: Project Statement: In two or three sentences, provide an overview of the solution you are proposing to meet your community's identified need. You will provide details of your project in the Approach section.

The City needs a *Key West Share the Road Starter Kit* for making it easy for more people who live, work and visit the City to bike and walk more often, rather than drive. We want businesses and the community to realize that biking and walking is a great transportation option that enhances our community's quality of life and prosperity and that we all need to share our streets safely whether on foot, on bicycle or behind the wheel of a car. The Starter Kit would initiate change by creatively producing an educational campaign and promotional materials to develop public awareness for people who live, work and visit the City. The Kit would also design and implement some “pop-up” demonstration projects through tactical urbanism that would showcase innovative thinking in enhancing bicycle and pedestrian safety.

A.5: Describe your project's overall goal, and the measureable objectives you plan to achieve through implementation.

The Share the Road Starter Kit project has two goals. The first is to provide a measurable uptick in the number of people biking and walking instead of driving. The most readily available way to measure this is through the U.S. Census American Community Survey (ACS) “journey to work” statistics using before and after data. The second goal is to no longer be the #1 locality in the State of Florida for bicycle/pedestrian accidents/deaths. This can be measured through local police statistics and FDOT reports.

B. Approach (40 points)

B.1: Provide a work plan and timeline for your project implementation. Describe project milestones and identify who will be responsible for implementing each activity.

There are six project elements to accomplish a Key West Share the Road Starter Kit for this proposal:

1. Develop a Bike Map that includes times for walking and biking between key points throughout the City.
2. Develop print, web and social media education and encouragement materials to promote biking and walking.
3. Develop print, web and social media education and encouragement materials to promote sharing our streets safely on two feet, on a bike or in a car.

4. Develop a small outreach campaign to use these materials to promote biking and walking and doing so by sharing our streets safely.
5. Purchase promotional items, such as bike lights, to be used in the outreach program.
6. Identify and implement some low cost, even temporary innovative infrastructure improvements such as bike boxes, bike lane markings, protected bike lanes, bollards and barriers and bike parking that would demonstrate to the public the efficacy of doing more permanent improvements.

1. Bike Map

Research shows that people must be aware of their options before they can adopt a new behavior such as taking up biking. Awareness can lead to trying. Trying can lead to adopting. While the City has a GIS layer for its base map that shows bike routes, bike lanes and bike trails, it isn't the kind of map one could hand out to potential riders. A professional cartographer and designer should lay this out with the end user in mind. Here's a few examples of what a traditional bike map might look like:

http://www.bikearlington.com/tasks/sites/bike/assets/File/Bikemap_front.pdf
<http://ddot.dc.gov/page/bicycle-maps>
<http://alexandriava.gov/uploadedFiles/localmotion/info/2015%20FINAL%20Bike%20map%20-%20MAP%20SIDE.pdf>
<http://www.portlandoregon.gov/transportation/39402>
<http://www.seattle.gov/transportation/bikemaps.htm>

More recently cities have begun experimenting with something called a Bike Comfort Map that goes beyond the traditional designation of showing the location of bike lanes and bike routes. These maps try to provide the consumer with an understanding of where to locate the stress-free or low-volume routes. The idea is that not everyone has the same comfort level riding in traffic – whether there's a bike lane or not – and so identifying more routes encourages those with less confidence to find a lesser traveled route. Once the initial map is developed, we will work with local bicycle clubs and businesses to incorporate some innovations into a "Bike Comfort Map". Here is what a Bicycle Comfort Map looks like:

http://www.bikearlington.com/tasks/sites/bike/assets/File/Arlington_County_Comfort_Map_2015-front.pdf

2. Print, Web and Social Media Materials That Promote Biking

Currently the City has no brochures, web or social media that promote biking as a transportation option. The bike map will be one of the main print materials, but the format will need to be transformed for web use too. Other, less expensive materials are needed to use at events or to use as "leave behinds" in businesses, hotels and retail establishments. A brand will be developed that ties the program and its print, web and

social media materials together. Showing that biking is easy and quick is a key to getting more people to consider it as an option to driving--so showing bicycling times between destinations is a must. A few examples include:

<http://www.treehugger.com/walking/new-multi-modal-london-tube-map-shows-walking-times-between-stations.html>

www.bikearlington.com

<http://godcgo.com/home/ways-to-get-around/bike/bicycling.aspx>

3. Print, Web and Social Media Materials That Promote Sharing Our Streets Safely

There are a lot of people on Key West's small and crowded 4-mile by 2-mile street system. Whether on two feet, two wheels or four wheels, everyone needs to share our streets safely. People often just need to be reminded of some common sense safety precautions and to use common courtesy. These materials would be coordinated with the Police Department and first aimed at people in cars and secondarily towards people on bike and foot. Here's some examples:

Web: <http://www.bikearlington.com/pages/pal-safety-on-our-streets/>

Print: http://www.bikearlington.com/tasks/sites/bike/assets/File/PAL_Small_Image.jpeg

4. Outreach to Get More People Biking More Often and To Do So Safely

The map, print materials, web and social media are the base of the program. After development of the message, we must take the message out to residents and visitors. The proposed project would set the stage for further work in follow-up years by developing a strategy and then beginning to execute it in the 4th quarter. This may include outreach by participating in some of the many festivals that occur on the island, direct mail campaigns, advertising campaigns in the local newspaper and radio, and by meeting with local businesses who can then influence their employees and customers. Examples include:

<http://www.carfreediet.com/pages/whats-your-one/>

<http://www.bikearlington.com/pages/biking-in-arlington/>

<http://www.bikearlington.com/pages/news-events/blog/there-is-no-right-or-wrong-way-to-be-a-cyclist/>

<http://www.carfreediet.com/pages/car-free-diet-show/>

<http://www.carfreediet.com/pages/car-free-diet-skeptics/>

5. Promotional Items

One of the biggest safety concerns is not being able to see bikes at night--and one way to attract people to your message is to provide them a promotional item. When we go out in the field and do outreach, in addition to the print materials, it is very helpful to

have some promotional items that showcase part of the message. Bike lights are essential. Reflectors to stick on clothing, bags and bikes are also a great idea. Example lights:

<http://4.bp.blogspot.com/-6Mnh0ue0UuY/UP4TZqIX-LI/AAAAAAAAADGA/MHUYIAVvYI0/s640/Screen+Shot+2013-01-21+at+8.19.23+PM.png>

6. Temporary “Tactical Urbanism” Bike Infrastructure

Tactical Urbanism is described as a collection of low-cost, temporary changes to the built environment. It is often referred to as “pop up” or “D.I.Y.” urbanism too. Regardless of what you call it, the authors of the book *Tactical Urbanism – Short-term Action for Long-term Change* share that increasingly city governments themselves can use these tactics to demonstrate the efficacy of a project’s worthiness. One of the greatest examples of these kinds of tactics being used by a local government was former New York City Transportation Commissioner Jannett Sadik-Kahn’s use of paint, temporary bollards and furniture to transform New York City’s streets. As these became popular with the public, many were later designed and built using real materials such as concrete.

As part of this project it is proposed that the Bicycle/Pedestrian Coordinator and the Planning Department work with other departments in the City (Public Works, Parking, Engineering, Transit) and look for some opportunities on the street to make some quick, low-cost or even temporary improvements as demonstrations. Therefore, we propose to set aside funds to purchase materials that can be used in these demonstrations.

<http://www.citylab.com/design/2015/03/what-tactical-urbanism-can-and-cant-do-for-your-city/388342/>

http://www.amazon.com/Tactical-Urbanism-Short-term-Action-Long-term/dp/1610915267/ref=sr_1_1?ie=UTF8&qid=1452884327&sr=8-1&keywords=tactical+urbanism

http://www.ted.com/talks/janette_sadik_khan_new_york_s_streets_not_so_mean_any_more

Timeline:

During the first quarter of this program, the Bicycle/Pedestrian Coordinator will work through the purchasing process to identify and secure vendors to assist staff with project deliverables one through five.

During the second and into the third quarter of the program vendors would be tasked with producing deliverables one through five.

During the fourth quarter staff, possibly with the assistance of the vendors, would implement the outreach campaign (#4).

During the first quarter of the project the Bicycle/Pedestrian Coordinator would begin to work with Engineering, Public Works and Parking staff on identifying potential innovative tactical urbanism infrastructure projects. Over the last three quarters, depending upon the projects identified and the timing of city events and Engineering, Public Works and Parking projects, staff would implement them.

B.2: Describe your rationale for selecting the proposed project approach. Are you relying on any existing research or data to support this approach? Why will this approach be effective in your community?

The League of American Bicyclists, which runs the Bicycle Friendly Community program, did a preliminary assessment of what Key West needs to do to become a Bicycle Friendly Community. This feedback was provided in 2015 and is included here:

- Hiring a bicycling coordinator was the first suggestion—which has been completed by the City of Key West.
- Launching a bicycling program was the second suggestion on their list. Items two, three, four and five of the Work Approach in Section B.1. address the bicycling program.
- The third item was to develop a bike map to show people where they can safely ride. Item number one of the Work Approach addresses a bike map.
- They also recommended expanded bike parking, protected bike lanes on high speed/volume streets and family-friendly bikeways. Item number six of the Work Approach addresses this.

Experience documented through research conducted by Mobility Lab (www.MobilityLab.org) in Arlington, Virginia on their Bike Arlington, Capital Bikeshare and Be a PAL (Predictable, Alert and Lawful) Share Our Streets program, like the Bike League, indicates that a combination of education, encouragement and outreach and infrastructure improvements are the most effective way to change behavior.

B.3: Does your project require coordination, resource-sharing or partnership with any other organization or department? Identify any proposed project partners and describe their roles in the project. Attach a signed letter of commitment from each project partner.

As part of the development of the outreach campaign (Item #4), staff will identify partners outside of the City who can help with this program. This would include any local biking organizations, bicycle businesses, non-profit groups, the Chamber of Commerce and Tourist Development Council.

Mr. Ramone Sierra, Assistant Traffic Operations Engineer, District 6 at FDOT, has recently pledged that they will partner and provide all the help Key West's fledgling program needs.

City Manager Jim Scholl will ensure that all Departments within the City assist where they can.

B.4: How will the impact of the project extend beyond the one-year funding period? Describe your strategies for ensuring project sustainability so that Bike Florida's investment has a permanent, positive impact on your community.

This grant, in effect would jump start the creation of a bicycle program that would be created and implemented over the next several years. By creating the City's first bike map, only tweaks and updates would be needed in future years. By creating initial marketing materials, web pages and print materials would only need to be updated. Without this grant it could take a whole budget cycle to even start to get this money. But because the City is potentially able to get \$25,000 from the Share the Road Challenge grant, the City Manager is willing to reallocate funds to provide the cash match. Therefore, the impact of this is huge!

B.5: Describe your strategy for data collection and reporting to document project achievements and impact. What data will you use to measure progress toward objectives? Who will be responsible for data collection, analysis, and reporting?

The mission of the Key West Police Department is to provide effective and efficient police services. The Key West Police Department is a professional department guided by a set of core values aimed at making Key West a safe place to live, work and visit. The Key West Police Department is a fully State of Florida accredited department made up of a dedicated and professional group of men and women. Our island is home to a unique and diverse community, which is reflected throughout the ranks of the department. We protect and serve a population of 25,000 full-time residents, with over two million visitors each year.

The Police Department will be responsible for collecting information regarding traffic incidents involving bicycles. This data will be gathered and compiled in a format which can be compared to data from past years.

To make this easy and ensure that it actually gets done we propose to use U.S. Census American Community Survey (ACS) "journey to work" data to track the percentage of people using biking or walking to get to work.

We propose to use Florida DOT data to track accidents/deaths too.

C. Organizational Capacity (25 points)

C.1: Describe your organization's history and presence in the community.

The City of Key West was created by charter in 1984. All legislative power is vested in a city commission consisting of seven commissioners, one of whom is elected by the people as Mayor. The City Manager is the chief executive and administrative officer of the city. The manager is responsible to the commission for the administration of all city functions and affairs placed in his charge.

C.2: Describe your organization's experience and expertise. Describe any experience and achievement in implementing bicycle-pedestrian programs.

The new Bicycle/Pedestrian Coordinator, Chris Hamilton, has 20 plus years implementing transportation options programs and over a decade in building and implementing bike programs. He established both the Bike Arlington and Walk Arlington programs in Arlington, Virginia as formal outreach programs, eventually providing independent staff and budgets for each. Believing that easy to read and use maps were crucial to helping people navigate the streets he worked with County GIS staff, cartographers and ad agencies to develop bike maps, bike comfort maps, walk maps, transit maps and transportation options maps. He also led bike and walk staff in developing the Be a PAL (Predictable, Alert and Lawful) Share Our Streets program.

Mr. Hamilton was in on the ground floor in developing the U.S.A.'s first major bikeshare program, Capital Bikeshare, by spearheading the funding, vendor and system search.

He has extensive expertise in marketing, outreach, web and social media having been responsible for branding and then marketing ART – Arlington Transit, Car-Free Diet, Bike and Walk Arlington, and much more.

Mr. Hamilton also has expertise in using outside vendors to accomplish local governments programs and in grant management.

www.BikeArlington.com

www.WalkArlington.com

<http://www.bikearlington.com/pages/pal-safety-on-our-streets/>

<http://www.bikearlington.com/pages/maps-rides/>

<http://www.walkarlington.com/pages/walkabouts/>

<http://www.carfreediet.com/pages/transportation-options/>

C.3: Describe your organization's governance structure. Identify your Board of Directors, proposed project director, and any key staff involved with this project, and briefly describe their qualifications and experience.

All legislative power of the city is vested in a City Commission consisting of seven commissioners, one of whom is elected by the people as Mayor. The City Manager is the chief executive and administrative officer of the city. The manager is responsible to the commission for the administration of all city functions and affairs placed in his charge.

Chris Hamilton is the Bicycle/Pedestrian Coordinator for the City of Key West. He is responsible for planning all bicycle safety programming and will be responsible for implementing this grant project. Mr. Hamilton's expertise is highlighted in the above section C.2. Further information

on him can be found at www.Twitter.com/ChrisRHamilton and at www.ActiveTransportforCities.com.

C.4: Describe the involvement of volunteers in your organization. Describe how volunteers will be involved in the proposed project. How will you track and document volunteer participation?

At the moment there are no bicycle or pedestrian advisory committees in Key West although one was recommended by the League of American Bicyclists. The City does have a Sustainability Commission that was critical in helping advocate for the Bicycle/Pedestrian Coordinator position and which would be available to assist with development of the campaign.

There's a small Facebook community called Key West Bicycle Association that has about 600 followers. We have been talking to the organizers about helping the program out and they are ready to serve.

C.5: Describe how your organization will ensure appropriate use, accurate accounting, and timely reporting for funds received in this grant. Describe your current bookkeeping system and identify who will be responsible for fiscal administration of the project.

The City's Finance Department is committed to the City's financial integrity, providing efficient and courteous assistance in all financial matters and effectively communicating the results of these efforts to the management and citizens of the City of Key West. The Finance team is organized into functional areas - Administration, General Accounting, Purchasing, Revenue and Budget. The department has 13 full-time employees and one part-time employee. The City utilizes the process of bidding and RFP's to assure the City receives the values in services, supplies and equipment.

The department also participates and coordinates the annual budget process and publication of the annual budget document. Coordinating the annual audit and ensuring the timely publication of the Comprehensive Annual Financial Report (CAFR) - which reports the City's annual financial position along with any audit findings - is the responsibility of the Finance Department. The City has received the Government Finance Officers Association Award for Excellence in Financial Reporting for 30 consecutive years--a major accomplishment. The City also received a favorable audit opinion and a finding of no material weaknesses during fiscal year 2014.

Carolyn Sheldon is the Senior Grants Administrator in the City Manager's Office.

D. Budget (15 points)

D.1: Complete the Budget and Budget Narrative Form in Excel format and submit as an attachment.

D.2: The Bike Florida Challenge Grant Program requires a 1:1 match, with 75% of this match in the form of cash. 25% of match may be in the form of donated goods and services. Identify the sources and types

of your project match. Attach a signed letter of commitment from any outside entities that will be providing all or part of your proposed match.

2016 Bike Florida Share the Road Challenge Grant Program

Budget and Budget Narrative

Round amounts up to nearest dollar. Indicate N/A for any budget categories that do not apply to your project. Add additional rows if needed. Delete gray-highlighted example rows before submitting your budget. All costs appearing in the budget should be aligned with activities described in the project application.

Item	Narrative and Computation	Bike Florida Funds	Match Funds	Total Budget Item
Personnel				
				\$0
		\$0	\$0	
		\$0	\$0	
		\$0	\$0	
		\$0	\$0	
	Subtotal Personnel	\$0	\$0	\$0
Fringe				
		\$0	\$0	
		\$0	\$0	
		\$0	\$0	
		\$0	\$0	
	Subtotal Fringe	\$0	\$0	\$0
Travel				
		\$0	\$0	
		\$0	\$0	
		\$0	\$0	
	Subtotal Travel	\$0	\$0	\$0
Equipment and Supplies				
Promotional Items (5)	Bicycle and pedestrian lights	\$2,000	\$2,000	\$4,000
Promotional Items (5)	Other such as reflectors, etc.	\$500	\$500	\$1,000
		\$0	\$0	\$0
Bike Infrastructure (6)	Paint, thermoplastic markings, bollards and signage to provide bike right of way in the street.	\$3,000	\$3,000	\$6,000
	Subtotal Supplies	\$5,500	\$5,500	\$11,000
Contractual				
Cartographer (1)	Contracted services to design and develop a map(s).	\$3,000	\$3,000	\$6,000
Marketing Firm (2, 3)	Contracted services to develop print education and encouragement materials.	\$4,500	\$4,500	\$9,000
Website Designer (2, 3)	Contracted services to develop web and social media education and encouragement materials.	\$4,500	\$4,500	\$9,000
Print Production (2, 3)	Printing of maps and education and encouragement materials.	\$5,000	\$5,000	\$10,000
Event Management (4)	Developing and staffing outreach for education and encouragement programs.	\$2,500	\$2,500	\$5,000
	Subtotal Contractual	\$19,500	\$19,500	\$39,000
Other				
		\$0	\$0	
		\$0	\$0	
		\$0	\$0	
	Subtotal Other	\$0	\$0	\$0
Project Totals		\$25,000	\$25,000	\$50,000
				\$50,000