



Monday, July 21, 2014
5:30 – 7:00 p.m.
McCloskey Conference Room, City Hall
AGENDA

- I. Call to Order and Introductions
- II. Approval of Minutes:
 - a. June 16, 2014
- II. Public Comments
- III. Communications from Committee Members
 - a. BPSC Work Session - Monday, July 7
- IV. Reports from Staff
 - a. Farmer's Market Tabling, Saturday July 19th
 - b. Bicycle Friendly Community Application (Due August 14, 2014)
- V. Old Business
 - a. Small Maintenance and Project List
 - b. Local Motion Grant Applications:
 - Cardinal Spirits
 - Buskirk-Chumley Theater/BCT Management, Inc.
 - Middle Way House
 - Bloomington Community Bicycle Project & Friends
- VI. New Business
 - a. None
- VII. Topic suggestions for future agendas
- VIII. Upcoming Meetings
 - a. Monroe County Active Transportation Board – Monday, July 21, 2014, 5:00 – 6:30 p.m., 501 N. Morton St, Suite 100B, North Showers Building
 - b. BPSC Regular Session - Monday, August 18, 2014, 5:30 - 7:00 pm, Hooker Room at City Hall, 401 N. Morton St
- IX. Adjourn

MINUTES
BIKE AND PEDESTRIAN SAFETY COMMISSION
6-16-2013

I. INTRODUCTIONS

Members: Present: Paul Ash, Jaclyn Ray, Sylva Johnson, Jim Rosenbarger

Staff: Vince Caristo- Planning
Scott Robinson - Planning
Laurel Waters - Public Works

Non Members: Katie Claser, Henri Venable, Keith Romaine, Cynthia Bretheim, Danielle McClelland, Amy Roche, Adam Quick, Chris Sturbaum

II. APPROVAL OF MINUTES

Paul Ash made a motion to approve the minutes from May 19, 2014. Jim seconded the motion. The motion passed. Minutes approved.

III. PUBLIC COMMENT

None

IV. COMMUNICATIONS FROM COMMITTEE MEMBERS

Paul stated he didn't receive the packet. His e-mail will be double checked.

Jim asked if the new members would like to speak about what brought them to the Bike & Ped Commission.

Sylva stated she had moved back to Bloomington after several years in Los Angeles having grown up in Monroe County. She was involved in the bicycle kitchen which is similar to the Community Bike Project, as well as other events. Sylva added she was encouraged when she saw all the bike initiatives that have happened while she was away and wanted to be part of it in the future.

Jaclyn stated she moved to Bloomington two years ago from Toronto where she was involved in bike projects. She is settling in and starting a business and has time to dedicate to joining the bike community.

Jim added they are both from two great urban centers and welcomed them.

Vince added that there was another appointment, Nick Metzger, but was not able to make this meeting.

V. REPORTS FROM STAFF

6-16-2014 Bicycle and Pedestrian Commission Minutes

Farmer's Market Tabling

Vince told the Commission that Saturday, July 19th, would be a tabling event at the Farmer's Market. This is to do outreach to the community. He asked for volunteers between 8:00 a.m. and 1:00 p.m. If anyone is interested they were asked to get in touch with Vince. There will be yard signs available to show to people. He hopes to have bike lights and bells to distribute as part of the Civil Street Campaign, as well as all the literature. This was done last April and was both fun and successful. The table will be on 8th Street in "information alley."

Bicycle Instructor Corps

Vince explained there was a grant applied for through the bicycle club last year for \$1500 to pay for the training of five people to get certified through the League of American Bicyclist Cycling Instructor program. The goal is to help improve options for comprehensive bicycle education for people in Bloomington. Vince said he has been the only person certified since Raymond Hess left the City, and can only schedule one class a year. The program is open as of last week. Applications are being accepted to join the program. The program will pay for the training, as well as support and marketing courses, setting up logistics, site for education course, and helping to strategize with the instructors to get people to come to the courses. The application process will be open through July 1st. Also, staff has arranged for a League Cycling Instruction Seminar to occur in August. The applications will be looked at during a work session on July 14th. If there are more than five applicants the Commission will help with the decision. The applicants will be required to go through the certification program, as well as teach at least one course per year in the next two years, and also to participate in a twice annual meeting with the other instructors and staff. A press release will go out from the Mayor's office.

Environmental Commission's Climate Action Plan

Vince explained this is a document that the Environmental Commission has been working on for a long time. They are looking for feedback on all sections of the plan. The Transportation portion was included for the Commission to look through and comment. Vince asked that any questions or comments go to him and he will forward them on to the appropriate person. At the July 7th work session there will be a presentation from the Environmental Commission on this document.

VI. OLD BUSINESS

There was no old business.

VII. NEW BUSINESS

6-16-2014 Bicycle and Pedestrian Commission Minutes

Local Motion Grant Presentations

Vince explained all the applicants have submitted Letters of Intent. The idea is to have a dialogue between Commission and Applicant so questions can be answered, and suggestions given that will help with the applicant process. Final applications are due on July 7th.

Scott Robinson stated each applicant will have 10 minutes to give their presentation and then allow a little time for questions.

Presentations were as follows:

Buskirk Chumley represented by Danielle McClelland. McClelland explained the event is Bloomington Cycles. This is an event that has been in the planning process for several months. There are multiple commitments, so the event is going forward. Involving Local Motion and a larger spectrum of the bicycle community through this grant would be a good idea. The Bloomington Bicycle Club and Bloomington Bagel Company are current sponsors. With the help of this grant there can be some additional activities that could go on during the day. The hope would be to coordinate the planned "Open Streets" event on the same day, possibly using Kirkwood in front of the theatre as part of that street closure. Events happening at the theatre are very visible and could be a marketing machine for the Open Streets event. There could be riding events, and repair booths since there would additional space. The current budget anticipates revenue at \$2,750. Potential expenses are \$4,265. This leaves a difference of \$1515 which the Local Motion grant could make up. With the help of the grant it would make it possible to reach out to newcomers in the community, specifically IU students. This would help pay for the additional marketing that could go out with orientation materials. Bloomington Cycles event is scheduled for October 5, 2014. Tickets for the event are \$5. BCT has a long standing relationship with the Boys & Girls Club and Big Brothers/Big Sisters and free tickets are given away to those groups.

Cardinal Spirits represented by Adam Quick. He gave a brief history of Cardinal Sprits, which is an urban distillery. Adam stated in Fort Collins they stayed in a hotel where they were provided with free bikes that were sponsored by local breweries. Cardinal Spirits idea would be to provide free bikes for tourists to borrow while visiting town. Hopefully those visitors will be pointed in the direction of bikeable attractions along the B-line. Visitors would be able to see more of town if they had access to a bike. There is currently no bike share program in Bloomington. Each bike would come with a bike map to point visitors in the right direction. The grant would cover the estimated start up costs would include bikes, assembly of the bike, helmets and locks, and legal fees. Total costs for starting this program would be \$3300.

Middle Way House represented by Katie Glaser. Katie and her partner would like to put together a bike library for Middle Way House. The idea is to introduce bicycling as a mode of transportation for these women, as well as the benefits bicycling brings. Middle Way House is a domestic violence shelter located on South Washington Street. There are

approximately 190 clients annually, which does not include children, which will be included in the bike library program. Middle Way is in the heart of downtown Bloomington where there is amazing bicycle infrastructure. There are barriers to women and this library hopes to meet some of the barriers and fix them. The bike library will be two pronged, provide bikes and provide education. Bikes will be provided for leisure, exercise and commuting. There are two programs already in place which this program will be mirrored after, Cycles for Change, in Minneapolis, and Nellie's. Nellie's is a Toronto based domestic violence shelter who have had a successful bicycle share program for three years. Both programs are helping structure the Middle Way House bike library. All bikes will come with safety equipment. The larger goal is to outfit the bikes for commuting which is what the Local Motion Grant will be used for. Examples would be child carrier, rack, or something that would make the bike an actual option for transportation. The program has three bikes ready to go. The women will be trained on where and how to ride as well as simple maintenance of their bikes. The funding breakdown: 70% will go to outfit bikes for transportation including the transportation of children and cargo; 20% of funding will go to bike upkeep and mechanics, and 10% will go to educational classes and gift cards to award participants of the program.

Cynthia Brethem represented the Prospect Hill Neighborhood. Cynthia stated they are looking at a proposed bike trail and to enhance the transportation of new residents in the 650 new apartments that are to the west of Prospect Hill. There are 450 residents currently in Prospect Hill. They want to protect the feel of the community and provide for the safety of bicyclists and walkers. They asked to continue W 3rd Street as a one way to discourage cars from racing through the neighborhood since they are core neighborhood streets, and leave them for bikers and walkers. They would use the money to paint a bicycle trail on West 3rd Street. The neighborhood voted to do a 10 percent match of the \$1500. Chris Sturbaum added he realized infrastructure could not be funded this way. The neighborhood has thought about two options to get safely through. One is connecting through Rose Hill, which will take awhile, and the other would be creating a Howe Street Bike Trail, starting on West 3rd, to Walker, to Howe. It was thought this new pathway could be temporarily signed to introduce the Howe Street pathway to folks moving into the apartments.

The Mountain Folk LLC did not have a representative to present.

Bloomington Community Bicycle Project & Friends were represented by Amy Roche and Keith Romaine. They would like to see more folks take advantage of winter cycling. This would include education on how to bicycle in the winter, what clothes to wear, what tires to use, etc. They would like to have events to encourage more people to come out and try winter bicycling. They would like to develop an app so people could get on social media to alert the City to paths that need to be cleared, and well as to let riders, as well as walkers, know which routes are best for any particular day. They would like to recruit about 50 people and have a kick off event in October with workshops of different topics pertaining to winter cycling, maintenance, gear, clothing, etc. Their budget is very flexible, it could go toward materials and incentives. The goal is to have fair weather cyclists see that winter riding is a viable option for transportation.

Scott Robinson thanked everyone for applying, and congratulated everyone. He was very pleased with the breadth and scope of the requests. This is the first year for the grant.

Vince explained going forward there is a work session set up for July 7th. This is the date applications will be due.

Scott stated in the guidelines the decision was stated to happen by the end of August.

TOPIC SUGGESTIONS FOR FUTURE AGENDAS

Jim suggested these be e-mailed as topics are thought about.

Meeting adjourned at 7:20 p.m.

Improvement Suggestions to Existing Bikeways

Location	Issue
1st & Lincoln	fix dropped bike lane
11th & College	
17th & College	
Fee Ln, 11th to 13th	bike lane gap in a very high-use area
Walnut, 3rd to 4th	restripe bike lane or sharrows
17th and Walnut	Intersection transition is poor - dropped bike lane and conflict with right turn lane.
3rd & Lincoln	Dropped bike lane - fix. Skip marks through intersection.
Covenanter & College Mall	Signal does not detect bicycles
IU - Rose	IU markings missing
IU - 7th	IU Markings missing
3rd & Woodcrest	Signal does not detect bicycles
4th & Lincoln	fix dropped bike lane
Kirkwood and Lincoln	fix dropped bike lane
6th & Lincoln	fix dropped bike lane
7th & Lincoln	fix dropped bike lane
Walnut & 3rd	Fix dropped bike lane
College 2nd to Dodds	Consider bike lane (even narrow)
Walnut and Allen	Consider RRFB - rapid beacon sign
3rd & Patterson	May need a green bike lane - right hook situation. Plus no ped head to cross intersection.
W. 3rd Sidewalk	notice warn path (not part of bikeways).
Adams	missing some lane markings - advisory lanes
7th & Lincoln	Take bike lane upto/through intersection
Kirkwood and Adams	may need intersection crossing markings for the bike lane (dashed lines and/or green paint)
B-Line at Diamond	pave this connection
B-Line at Adams St	create a ramp to the street
Allen at Washington	turn stop sign
Allen at Lincoln	turn stop sign
Allen St	flip stop signs consideration
E 3rd St, Indiana to High	barriers to prevent car parking in the bike lane; signage and marking to discourage wrong-way riding
Covenanter East Ext.	Extend last leg of Neighborhood Greenway - not designed.
Covenanter - New Bike Route	Sign bike route
7th & Pine	reflective material on mini-roundabout
7th & Oak	reflective material on mini-roundabout
7th & Elm	turn stop signs for 7th St
7th & Waldron	reflective material on mini-roundabout

Faculty Bus Island	Lengthen island, raise crosswalk, add railing, benches/shelter
Jordan Bus Island	Lengthen island, raise crosswalk, add railing, benches/shelter
Olive St.	Add "Do not Enter, Local Traffic Only" and "Speed Limit 10mph" Signs
West 3rd	Widen Bike Lane by narrowing lanes
College, 11th to 4th	replace sharrows
10th & Walnut	green paint to highlight conflict zone
Walnut, 4th to 7th	replace sharrows
Weatherstone Marking	May need an angled sharrow to direct users to path in addition to vertical sign.
1st & Hawthorn	Flip Stop Sign and/or mini traffic circle
E. 3rd	Redo the sharrow markings
Indiana Ave.	redo sharrows from 2nd to 7th
8th & Lincoln	Take bike lane upto/through intersection
10th & Washington	Take bike lane upto/through intersection
7th & Washinton	Take bike lane upto/through intersection
Maxwell & Hawthorne	Flip stop sign consideration
1st & Hawthorne	Flip Stop Sign or small traffic circle consideration
E 3rd Sidepath	Designs are completed for upgrading sidewalk to sidepath.
Jordan & 3rd	dropped Bike lanes at intersection
12th St (Walnut to Woodlawn)	Fill in BL & sharrow gaps
E 3rd St	sidepath maintenance/upgrade, fill in gaps
Clarizz Dr	sidepath maintenance/upgrade
Rogers/Allen Island	Modify to allow EB Right Turns
Walnut, 11th to 17th	also, smooth out utility pavement cuts
2nd & Lincoln	restripe bike lane away from the curb.
2nd & Washington	Dropped bike lane - fix. Remove right turn lane.
1st & Washington	Dropped bike lane - fix. Remove right turn lane.
General	
I69 Interchanges	Making sure the I-69 follows through on their bike-ped bridge accommodation
3rd Street	Krightridge Rd all the way to Indiana / Rogers / SR 37 bridge: complete E-W route
Rose Hill Cemetery	cut out in wall to connect 4th St to Adams / 3rd St bike lanes, completing an E-W bike route
4th Street	bike boulevard from Indiana Ave to Rosehill Cemetery:
Sidepaths	"black sidewalks": are they mix use? Should we sign them?
B-line	new entrance to the B-Line at 10th St and Alexander St
Winslow Road	Hills near High St.: very specific "gaps" where some paved shoulders or share the road signage
North Walnut	Bypass to Old SR 37: paved shoulder serves neighborhoods and loops Cascades route back to town
W. 2nd	hill west of Patterson Dr. up to Twin Lakes Rec Center: paved shoulders

Local-Motion 2014 Grant Applications

Project Applicant:

Cardinal Spirits

Project Activities

Provide free bikes for tourists to borrow while visiting Bloomington. Develop partnerships with local hotels and inns to store bikes on their locations for guests to borrow. Point visitors in the direction of bikeable attractions. Promote B-Line businesses, and promote Bloomington as a cycling and bike-friendly destination.

Project Impact

1. Visitors will see more of town (walking speed is 3 mph, cycling speed is 10 mph)
2. Promote B-Line businesses, and Bloomington as a cycling and bike-friendly destination
3. Each year, over 1.84 million visitors travel to the Bloomington area. Area visitors generated approximately \$326 million in total gross sales in 2013. Every resident benefits from the success of tourism.

Review Criteria

Transformative Quality:

The extent to which the project will positively impact public understanding or awareness of non-motorized needs. * We hope that when locals see visitors riding around on the tourist bikes, they will be inspired to ride more themselves.

The extent to which the program can be more economically independent with future iterations (e.g. not needing public funding). * We plan to invite more local businesses into the program next year - facilitating the acquisition of customized bikes with their own branding.

The extent to which the program can become assimilated into the standard/regular operations of partner organizations, businesses, or neighborhood associations. * This project will represent a significant portion of regular marketing operations for Cardinal Spirits, and in the future could become a highly recognizable marketing program for other local businesses as well.

Community Impact

The extent to which the project reaches out to a large and/or significant and/or underserved audience. * There are currently no free bicycle programs available to the 1.8 million tourists we welcome to Bloomington every year.

The potential for the project's desired effects to endure beyond its completion. * We hope that by providing and promoting bikes to Bloomington visitors, the word spreads that our city is a great cycling destination.

The extent to which the project enriches the vitality and diversity of the local bicycle and pedestrian community. * Visitors to Bloomington previously had to look with envy on the thousands of local cyclists as we ride around town - now they will have the opportunity to explore Bloomington on bike as well.

Organizational Capacity

The extent to which the applicant has demonstrated a clear commitment and ability to making the project a success, including activities in marketing, fundraising and audience development. * We have already gauged interest of the relevant parties (hotels, inns, bike shops), and have allocated funds from our annual marketing budget to make this project a reality.

The ability of the organization to sustain the project to completion. * This project will become a regular part of our annual marketing plan.

If the project is to be repeated in the future, the applicant must demonstrate plans to sustain and

improve upon the project. * Each year we hope to expand the program incrementally through increased business participation and increased bike purchases.

The extent to which the applicant can demonstrate satisfactory adherence to final reporting and acknowledgment requirements. * We will be more than happy to develop and publish a report on the success of this project, and likely will publish our findings on our website, blog, and social media channels to promote our bike-friendly corporate culture.

Matching Requirement

We will satisfy the matching requirement with a combination of cash and in-kind or donated contributions.

Project Milestones

Gauged interest of B-Line businesses, hotels and inns, bike shops

- Researched appropriate bike for fleets
- Researched appropriate helmets
- Researched appropriate locks
- Began process of Local Motion grant
- Dedicated funds from Cardinal Spirits marketing budget

Budget

2014 Startup Budget (QTY COST SUBTOTAL)

BIKES 6 \$300 \$1,800
ASSEMBLY 6 \$75 \$450
HELMETS 6 \$25 \$150
LOCKS 6 \$25 \$150
LEGAL 2 \$125 \$250
TOTAL \$2,800

Draft Annual Budget 2015 (QTY COST SUBTOTAL)

NEW BIKES 2 \$300 \$600
ASSEMBLY 2 \$75 \$150
HELMETS 2 \$25 \$50
LOCKS 2 \$25 \$50
REPAIRS 8 \$50 \$400
MAINTENANCE 8 \$100 \$800
TOTAL \$2,050

2014 Startup + Maintenance (3 mos) Funding

STARTUP COSTS \$2,800
MAINTENANCE COSTS (3 mos) \$512
COSTS 2014 \$3,312

BLOOMINGTON GRANT \$1,500
CARDINAL SPIRITS FUNDS \$1,812
FUNDS 2014 \$3,312

In-Kind Donations

Cardinal Spirits CEO Adam Quirk will dedicate 1 hour per week (52 hrs per year) for the administration and development of this program going forward. His pay rate is approximately \$35/hr. Total in-kind donation annually of \$1,820.

Partial Funding

Yes, we will accept partial funding if at least 75% of the request is met.

Project Applicant

Buskirk-Chumley Theater/ BCT Management, Inc.

Project Activities

Bloomington Cycles is a one day celebration of cycling culture in Bloomington at the Buskirk-Chumley Theater, built around an evening showing of "Breaking Away." Collaboration with the Open Streets Project (a day-long "friendly occupation" of local streets for non-car activity) is planned so that both events take place on the same day, and pending route approval by the City, in the same area, further expanding the impact of the BCT event. Our goal is to bring an even broader understanding of Bloomington as an alternative transportation/active people friendly community. Bloomington Cycles first invites filmmakers from throughout the community to make new short films on the theme "Bloomington Cycles" for submission to the event. The audience will vote on their favorite, and the winning film will be featured on the BCT website. Day of activity consists of a free matinee screening of "Half the Road," an award-winning documentary about women in professional road racing. A panel discussion of women cyclists and professional sports representatives will follow. A curated bike tour led by Bloomington Bicycle Club, stopping at sites that appear in "Breaking Away" fills out the late afternoon, followed by the short film showing and the featured screening. Only the evening show will be ticketed, at a cost of \$5.

Project Impact

An initial, proto-version of this event, with just a screening of "Breaking Away" and the bike tour took place two years ago and was attended by approximately 175 people for the film and 35 bike riders.

The event was supported by only very limited marketing. Our recent experience showing another classic film, "Casablanca" in February, and our current marketing support, resulted in 540 tickets sold.

Our intention for Bloomington Cycles is to give an audience to at least five local filmmakers; bring together 4-5 women's sport leaders and the filmmaker of "Half the Road"; share this important documentary with 100-200 people; lead 30-50 people on the bike tour; and bring 400-450 people to see the locally-produced short films and "Breaking Away."

In collaborating with Open Streets, we hope to both reach people unfamiliar with the Buskirk-Chumley Theater who might be interested in the films, but more importantly, to provide this fledgling event the power of experienced marketing team and the visibility of the Buskirk-Chumley Theater.

Review Criteria

The multi-dimensional nature of Bloomington Cycles (filmmaking competition, documentary, feature film, panel discussion, bike ride) especially in combination with the Open Streets event, has the potential to create a highly visible, annual community event. As designed, the events provide simultaneous opportunities for cyclists and other alternative transportation advocates to build community and local filmmakers to create new content which brands Bloomington as the place to be for alternative transportation. By focusing a substantial amount of our marketing on IU students and newcomers to the community, we hope to introduce new residents to a culture of activity that moves beyond cars.

BCT Management, Inc. (BCTM) has a twelve year history of successful programming and community collaboration. Having initiated and produced such large scale endeavors as the PRIDE Film Festival and the BCT Presents Concert Series, our experience in bringing together a wide variety of community interests into a comprehensive event which attracts diverse audiences prepares us well for the coordination necessary for Bloomington Cycles. Further, as an organization with a \$650,000 annual budget which has operated in the black for the majority of the last twelve years, our ability to continue this event in the future is not in question.

Matching Requirement

We will satisfy the matching requirement with a combination of cash and in-kind or donated contributions.

Project Milestones

April 1, 2014 - Film Submission requests sent out
July 15, 2014 - Collaboration with Open Streets solidified, joint marketing planned
Aug 1, 2014 - Marketing and press releases distributed
Sept 1, 2014 - Second marketing push
Sept 27, 2014 - Final marketing push
Oct 5, 2014 - BLOOMINGTON CYCLES

Budget

Revenue

Bton Bicycle Club \$1000
Bton Bagel Company \$500
Ticket Sales \$1250 (250 @ \$5)
Total \$2750

Expenses

Film Rights \$1150
\$500 Half the Road
\$650 Breaking Away

Marketing \$1550

\$500 Herald-Times
\$350 Facebook
\$500 IDS
\$200 printed items
Tech Staff \$350
Facility \$1215
Total \$4265

Difference (\$1515)

Local Motion Grant funding will allow us to fund substantial advertising which we hope will increase ticket sales and awareness of the free elements of the event.

Partial Funding

Yes, we will accept any portion of funding.

Project Applicant
Middle Way House

Project Activities

Middle Way House bike share is a program created to provide bicycles to MWH residents and also pull MWH residents out of the isolation and dependence domestic violence holds for its victims. The bike share will operate much like a library in that residents can "check-out" bikes like they would a book. We will also allow for residents to have bikes for longer term periods. Each bike will come equipped with a helmet, lights, and a lock. In order to make the biking a viable transportation option, we also strive to outfit bikes with simple commuting gear. In addition to providing bicycles, the bike share will also provide safety and instructional courses so that women can have the opportunity to learn how to ride bikes safely through the streets of Bloomington. The bike share will host no-drop rides to help residents become more immersed in the cycling community and better acquainted with biking on the streets. Finally, we will hold basic maintenance courses to help the residents obtain the skills they need to perform basic maintenance and repairs on their bicycles.

Project Impact

Middle Way House serves approximately 200 women and children annually through their emergency shelter, New Wings Apartments and The Rise, which provides longer term shelter should the residents not have a permanent place to live. The residents are often from traditionally marginalized communities; more specifically MWH works with women, women of color, and women who have experienced poverty. A very small percentage of women have access to cars, so they rely on walking, bus transit, and other people for transportation. The Middle Way House bike share will provide independence to residents of Middle Way House, allowing them further access to employment, community support, and fun.

Review Criteria

As a volunteer and community member, I will work closely with Middle Way House to set up a well-functioning, long-lasting program aimed to better the lives and change / improve transportation habits of MWH residents. Due to the necessity of MWH, we are currently identifying a MWH liaison that will work more directly with residents we believe stand to benefit the most from the program. We are currently promoting the bike share through posters, emails, word-of-mouth, and newsletters.

As mentioned before, Middle Way House works with residents who are women, women of color, and women who have experienced poverty. Traditionally, the mentioned marginalized groups would live in neighborhoods that do not have any type of bicycle infrastructure. MWH's downtown location creates a unique position for this program in that we can bring together individuals who would not have in other situations have access to bikes OR biking infrastructure; in doing so, we can change habits for the long-term. Also, it is important to note that the number of bike trips performed nationally by women is incredibly low, less than 35%. We can better the Bloomington community by increasing that number and getting more women safely on bicycles. Finally, the program seeks to bring the established Bloomington bicycling community and MWH residents together so they can learn, grow, and help each other through biking.

Matching Requirement

We will satisfy the matching requirement with in-kind or donated contributions (not including staff or volunteer time).

Project Milestones

June 27 - Complete (repair, clean, outfit with locks and lights) three bikes for program

August 1 - Complete seven additional bikes for program

September 1 - Provide safety and information biking course for residents

Budget

\$500 - Burley Trailer

\$300 - Helmets (Currently working with company for discounted purchase price)

\$30 - MWH Air Pump

\$170 - Miscellaneous bike parts (tubes, tires,

\$200 - Back and front racks

\$200 - Baskets and bike bags

\$100 - Educational materials & courses

**In-kind donations received to date: We have received a total of five bicycle donations, four light sets (valued at \$25.00 a piece), five Kryptonite locks (valued at \$50.00 a piece), two Cleverhood rain capes (valued at \$100 a piece), and two water bottles (valued at \$5.00 each).

Partial Funding

Yes, we will accept any portion of funding.

Project Applicant

Bloomington Bike Project & Friends

Project Activities

The Bloomington Winter Cycling Fellowship combines a series of regular, well-publicized public events, networking, data collection, and public reporting to encourage and support winter bicycling in Bloomington. The concept is to recruit a core group of “fellows” who commit to regular bicycle commuting and other riding in the winter of 2014-2015 and to help plan and participate in several public events to bring even more winter cyclists into the streets. The project involves a “fellowship” in the sense of mutual social support and commitment. We hope that a majority of Fellows will be fair-weather cyclists who want to graduate to regular winter riding. Key goals of the Fellowship are to generate a “buzz” about winter cycling, to make it seem fun and exciting, to make it feel well supported and accessible, to make it seem normal, and to offer supports and lower perceived barrier to winter cycling. Fellowship events will vary broadly in character, from education to creativity, commerce, physical activity, civic engagement, and community spirit. Events will provide opportunities for fellows to see one another face to face and to serve as models of regular winter cycling other members of the community. The Fellowship project aims to establish relationships with partners and sponsors to allow many or all activities to continue in subsequent years.

Project Impact

Stakeholder: Fellows

Benefit: Strong social and instrumental support for regular riding; increased knowledge about winter cycling; improved physical activity during winter months

Estimated Total Reach: 50 persons

Stakeholder: Non-fellows who attend events

Benefit: Increased knowledge about winter cycling; opportunities to make and purchase (possibly discounted) useful winter cycling gear; improved opportunities for physical and social activity during the winter

Estimated Total Reach: 300 persons

Stakeholder: Local merchants

Benefit: Increased sales of winter cycling gear and food and during events

Estimated Total Reach: 12 local merchants including businesses and craftspeople

Stakeholder: General public

Benefit: Exposure to normative messages about winter cycling through marketing and media coverage of events

Estimated Total Reach: 10,000 persons

Stakeholder: City government

Benefit: Improved and consistent feedback about the needs of winter cyclists

Review Criteria

The Fellowship project supports and complements several of the City's targets from the Platinum Bicycle Task Force Final Report, including:

- (1) Expand public education campaigns, messages, and educational offerings (most planned events are educational and encouragement oriented);
- (2) Engage the cycling community through a bicycle ambassadors program (Fellows have roles like bicycle ambassadors);
- (3) Develop community bicycle programs like short- loop rides around the City, or special celebrations when the community completes a new bicycle related project (planned events

include rides and celebrations);

(4) Improve data collection on bicycle usage (the project plans the regular collection of information on Fellows' experiences with street maintenance and infrastructure, as well as on barriers and facilitators of winter riding for a wider sample of the community). The Fellowship idea requires cooperation with a wide variety of community actor types, including regular cyclists, artists and arts organizations, businesses, government, neighborhood associations, clubs, and nonprofits. The project aims to build up a core fellow citizens who can serve as resources on winter cycling to other projects. The project aims to change the perceived character of winter cycling from a marginal activity to a community activity. Through partnerships and sponsorships, the project aims to become self sustaining in the future.

There are presently few projects or services that explicitly aim to promote and encourage winter cycling, so potential winter cyclists constitute an underserved audience and increase the diversity of bicycle-support efforts. The majority of the events and resource created with respect to equipment, safety, and social support for winter cycling address the most important barriers to the increased participation in winter cycling.

The applicant group has extensive organizational experience with community events, groups, and services, including those for education, mentoring, and celebration, including the Community Orchard, Lotus Festival, and the Bloomington Bicycle Project. The sustainability strategy is to identify organizations with affinities for the various project components and gain commitments for the support of those components in the following years. For example, the Bloomington Bicycle Project is a natural home for a workshop on winter bicycle maintenance.

Matching Requirement

We will satisfy the matching requirement with a cash contribution to the project.

Project Milestones

COMPONENT A: Initial fellows recruitment and training

Creation of project brand identity (social media presence, logo, marketing and media plan):
September 1, 2014

Finding up to 50 volunteers who are interested in committing to regular winter cycle commuting and utility cycling as well as at least occasional participation in events: October 1, 2014

Recruitment of second wave of fellows (snowball fellows) via fellows' workplaces: Mid October, 2014

Secure sponsors and partners for winter events: Mid October, 2014

COMPONENT B: Warm-up events

"Winter is coming!" fellowship meet and greet; training on weekly reporting and technology use for ride feedback: First week of November, 2014

Cycle-recycle gear-making party: Second week of November, 2014

Commercial winter cycling equipment and safety seminar: Third Week of November, 2014

Winter bicycle preparation/maintenance class: Third Week of November, 2014

COMPONENT C: Winter!

Coffee in the Cold commuters morning meetups: Mid November, 2014 weekly through mid

February, 2015

Fellows' ride reporting begins: First Week of December, 2014

Neighborhoods tour ride/parade: First week of February, 2015

Community bicycling survey: Last week of January 2015

COMPONENT D: Wrap up

Fellowship Celebration and community report: First week of March, 2015

Formation of steering committee for year two: Mid March, 2015

Initial plan for year two: Mid April, 2015

Budget

Project Budget

Total grant-funded costs: \$1500

Cash match by applicants: \$150

Total budgeted in-kind and cash match goods, services, and volunteer labor (valued at \$12/hour):
\$6,052

Total project value: \$7,552

Leveraged value of in-kind and cash match per grant dollar: \$4.03

Summary of expenditure of grant funds

Printing of marketing and educational materials: \$500

Raw materials for creative workshops: \$400

Skilled/specialist teachers and facilitators for events: \$300

Online advertising for events: \$150

Branded/imprinted goods: \$150

BUDGET DETAIL

COMPONENT 1: Initial fellows recruitment and training

SUBCOMPONENT 1A: Recruitment of fellows

*Grant costs

Printing 50

Facebook ads 50

*In-kind and match costs

Volunteer time 80 hours 960

Design 100

SUBCOMPONENT 1B: Creation of project brand identity (social media presence, logo, marketing and media plan)

*Grant costs

Printed calendar 100

Bicycle flags 150

COMPONENT 2: Warm-up Events

SUBCOMPONENT 2A: "Winter is coming!" fellowship meet and greet; training on weekly

reporting and technology use for ride feedback

*Grant costs

Printing for marketing 20

*In-kind and match costs

Food and drink 200

Space 200

Volunteer time 20 hours 240

SUBCOMPONENT 2B: Cycle-recycle gear-making party

*Grant costs

Materials 300

Teachers/facilitators 200

*In-kind and match costs

Food and drink 200

Volunteer time 20 hours 240

Space 200

SUBCOMPONENT 2C: Commercial winter cycling equipment and safety seminar

*Grant costs

Direct mail advertising (printing and postage) 100

*In-kind and match costs

Food 100

Volunteer time 20 hours 240

Space 50

SUBCOMPONENT 2D: Winter bicycle preparation/maintenance class

*Grant costs

Marketing materials printing 20

Handouts printing 10

Teachers/facilitators 100

*In-kind and match costs

Food 100

Space 50

Volunteer time 20 hours 240

COMPONENT 3: Winter!

SUBCOMPONENT 3A: Fellows ride reporting

*In-kind and match costs

Volunteer time 10 hours 120

SUBCOMPONENT 3B: Coffee in the Cold commuters morning meetups

*Grant costs

Marketing materials printing 100

*In-kind and match costs

Coffee in kind 200
Volunteer time 20 hours+16 432

SUBCOMPONENT 3C: Neighborhoods tour ride/parade and reception

*Grant costs
Facebook ads 50
Poster printing 50
Postcard printing 50
Flag workshop materials 100

*In-kind and match costs
Volunteer time 40 hours 480
Space 100

SUBCOMPONENT 3D: Community bicycling survey

*Grant costs
Facebook ads 50

*In-kind and match costs
Volunteer time 40 hours 480

COMPONENT 4: Year One wrap up

SUBCOMPONENT 4A: Fellowship Celebration and community report

*In-kind and match costs
Volunteer time 20 hours 240
Food and drink 200
Space 200

Partial Funding

Yes, we will accept any portion of funding.