 

# Tompkins County / Ithaca-Tompkins County Transportation Council Special Community Mobility Projects

Application for 2018 Grants

**Due to ITCTC on Friday, Nov 3, 2017, 4 pm**

**Contact Information**: Name: Hector Chang

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1. **Project Name**: Equitable Bikeshare from the Start
2. **Project Description**: Bike Walk Tompkins (BWT) will support community engagement officers (CEOs) to increase awareness and encourage the use of Ithaca’s upcoming community-wide bikeshare system among low-income people.

Type of Project (Please Check One): Operating Assistance: [ ] Mobility Management: [ X ]

Other Capital Project: [ ]

## Describe the proposed project goals and objectives. Is it a new or continuing project? How will the project be implemented?

The project’s goal is to ensure low-income people in Ithaca are aware of and encouraged to try out Ithaca’s upcoming bikeshare system to meet their transportation needs, particularly to increase connectivity to the transit system and as an alternative for short trips on the flat areas of Ithaca. This new project is prompted from experiences shared by bikeshare operators in other cities, where they have found that people with lower incomes are less likely to use bikeshare than the general population unless they receive targeted outreach.

Bike Walk Tompkins is inspired by both “bikeshare ambassador” programming in cities like Atlanta and Chicago, and the community engagement officer model that Get Your GreenBack Tompkins successfully piloted as part of its Lighting the Way project in 2016. Based on these models, BWT will recruit five CEOs from targeted lower-income groups and communities with the help of GIAC, Southside Community Center, and other partners. The CEOs will organize bicycle rides and public events relevant to the communities they are part of with the help of BWT. BWT will provide materials customized for the audience, mini-grants for CEOs to

organize neighborhood events (ex. to pay for childcare services or catering), monthly meetings, and staff support when necessary. Event attendees will experience the bikeshare system and bicycling as a convenient mode of transportation through demonstrations and rides, which will give people more confidence to use the bikeshare system and ride on local streets.

**How will the project serve and benefit target populations (low income, seniors or persons with disabilities)?** Low-income people will learn about a new, inexpensive, on-demand mode of transportation suitable for short trips. By using bikeshare, people living within or commuting to the flat neighborhoods of Ithaca can make quick trips to more places whenever they want compared to walking and TCAT, without the hassle or expense of owning a personal bicycle. People reached through CEO-led programming will also directly benefit from free bikeshare trial memberships and free rides. CEOs themselves will benefit from free monthly membership to the bikeshare system and stipends provided through the project.

## How will the project coordinate with existing transportation services in the service area?

CEOs will encourage the people they meet to use bikeshare as a way to access public transit (ex. CEOs in Northside may suggest using bikeshare to reach downtown TCAT hubs). Related to but separate from this project, BWT and the bikeshare operator will work with TCAT to coordinate messaging about the bikeshare system on public transit, where it can reach the ideal audience. BWT and the bikeshare operator will also provide informational materials to Way2Go and other agencies that participate in the Coordinated Planning process, attend Faster and Farther meetings, or otherwise work with low-income populations.

1. **Project Budget** (Present the budget including assumptions.)

### *Budget Assumptions:*

***(What are the unit prices, cost per trip, cost per person, cost per hour; payment per mile, number of units, trips, hours, instruction hours, etc.)***

* + Monthly stipend for 15-20 hours of work: $350 per community engagement officer
	+ Pay-as-you-go bikeshare user fee: $3 per hour ($0.05 per minute)
	+ Monthly plan with unlimited rides under 1 hour: $10
	+ Bike Walk Tompkins/Ithaca Carshare staff time: $30 per hour

## Show Itemize expenses and revenues (add rows as needed)?

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| --- |
| **Expenses** |
| CEO Stipends | 5 CEOs for 8 months | $14,000 |
| Funding for neighborhood events |  | $2,000 |
| Free bikeshare plans for CEOs | 5 CEOs for 8 months | $400 |
| Free trials of monthly plan | 100 activated trials | $1,000 |
| Free 30-minute rides | 500 rides | $750 |
| Staff time for CEO recruitment, support, and reporting | 10 hr/mo. for 12 mos. | $3,600 |
| Overhead (10%) |  | $2,175 |
| ***Total Expenses*** |  | ***$23,925*** |

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| **Revenues & Contributions** |
| Free monthly plans and rides from bikeshare operator |  | $2,150 |
| Materials for neighborhood events fromBike Walk Tompkins/Ithaca Carshare |  | $420 |
| ***Total Revenues & Contributions*** |  | ***$2,570*** |
| ***SCMP Funding Requested*** |  | ***$21,355*** |

**How will Federal funds be matched? Local match options include cash or in-kind resources. Please describe in detail.**

The bikeshare operator will be providing free monthly plans and rides in-kind. Bike Walk Tompkins will contribute to printing costs of promotional materials in both cash and in-kind resources for this project.

## Project Evaluation

How will you measure the performance of the project? What are the most important outcomes? Describe criteria you will use to measure the project’s performance.

The project’s performance will be measured in two ways: the number of people that are reached by CEOs, and the number of people that try out the bikeshare system. CEOs will keep track of the number of people they advise about bikesharing and biking during the course of their outreach, and they will be expected to reach out to at least 15 people every month for a total of 600 people over the course of 8 months. To track

bikeshare usage associated with CEOs’ outreach efforts, each CEO will be given an allotment of 20 free trials of the monthly plan to distribute to people who would benefit from it, and each CEO will get a custom promotional code for free rides that they can publicize. Using promotional codes allows the bikeshare operator to easily track the usage associated with a CEO’s outreach and any subsequent word-of-mouth outreach by users themselves. We expect all 500 free rides provided by the bikeshare operator to be used up.

## Certification by Chief Executive Officer of Applicant

I hereby certify all information and data in this application are true and correct to the best of my knowledge and belief and are supported by our records. I certify, as applicant, we will comply with all applicable Federal requirements.

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| Name: Jennifer Dotson | Title: Executive Director |
| Signature or email: jennifer@ithacacarshare.org | Date: 11/03/2017 |

## Send to Fernando deAragon, ITCTC, 121 E. Court St, Ithaca, NY 14850 or by email fdearagon@tompkins- co.org before 4 pm on Nov 3, 2017.

**For technical assistance contact Dwight Mengel, Tompkins County DSS, at: 607-274-5605,** **Dwight.mengel@dfa.state.ny.us** **before Oct 20.**