



Tompkins County / Ithaca-Tompkins County Transportation Council
Special Community Mobility Projects
Application for 2019 Grants
Due to ITCTC on Friday, Nov 2, 2018, 4 pm

Contact Information:

Name: Hector Chang

Agency: The Center for Community Transportation DBA Bike Walk Tompkins

Address: 315 N Aurora St, Ithaca, NY 14850

Phone #: 607-301-3181 x1

Email: hector@bikewalktompkins.org

Website: www.bikewalktompkins.org

A. **Project Name:** 2019 Ithaca Bike Champions & Bicycle Travel Training

B. **Project Description:** Bike Walk Tompkins will recruit and train Ithaca Bike Champions and supporting staff, who will promote and enhance access to bicycling and bikeshare (i.e. LimeBike) among low-income communities and seniors. The 2019 program will be enhanced with bicycle travel training activities, such as bicycling skills workshops.

Type of Project (Please Check One):

Operating Assistance: []

Mobility Management: []

Other Capital Project: []

Planning: []

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

This project is a continuation of the previously-funded project named *Equitable Bikeshare from the Start*, with some enhancements that have been requested by the public. The project goal is to ensure low-income people and seniors in Ithaca are aware of and encouraged to try out bicycling to meet their transportation needs, either with a personal bike, an adaptive trike from Bike Walk Tompkins' new bike lending library, or a bikeshare bike from Lime. Bicycling and bikeshare have been proven to increase connectivity to the TCAT system locally as evidenced by the number of LimeBikes parked by riders at downtown transit stops. Bicycling is also an ideal alternative for short trips, especially on the flat areas in and around Ithaca.

Bike Walk Tompkins (BWT) will recruit four Ithaca Bike Champions (IBC) from targeted lower-income groups and communities with the help of partners that we've worked with previously, such as GIAC and the Ithaca Youth Bureau. Each Champion will organize at least 4 bicycle rides or public events that promote bicycling and bikeshare and are relevant to the communities they are part of. BWT will provide materials customized for the audience, pay for event needs, and provide 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 bikes to ride on local streets. Attendees will also be able to sign up for Lime Access, LimeBike's discounted plan for income-eligible users, with the help of Champions or BWT staff.

Given additional funding, Bike Walk Tompkins will enhance program offerings with bicycle travel training activities such as learn-to-rides, traffic skills, and trip planning workshops. These workshops have been requested by community members at numerous Ithaca Bike Champion events in 2018; however, instructors for these workshops require training and experience above the levels that IBCs receive. With sufficient funding, BWT will be able to contract with qualified instructors to conduct at least one travel training activity per month during the warm season at no cost to workshop attendees.

How will the project serve and benefit target populations (low income, seniors or persons with disabilities)?

Low-income people and seniors will learn how to use and feel comfortable using a personal bicycle, an adaptive trike from Bike Walk Tompkins' new lending library, or a bikeshare bike from Lime. Bicycling is an inexpensive, on-demand mode of transportation suitable for short trips. Low-income persons and seniors are already more likely to not have access to a personal car. Bicycling can help with transportation needs by shortening trip times compared to walking or being a first/last-mile solution for public transit. Bikeshare provides access to bicycling without the hassle or expense of owning a personal bicycle. People reached through IBC-led programming will also directly benefit from free bikeshare rides and the ability to sign up for Lime Access in person. Ithaca Bike Champions themselves will benefit from subsidized Lime monthly memberships, bike skills training they receive, and use of Ithaca Carshare for IBC-related work.

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

Ithaca Bike Champions will encourage the people they meet to use bicycling and bikeshare as a way to access public transit and Ithaca Carshare. During in-person Lime Access signups, staff and Champions will diagnose the transportation needs and suggest other services which may be of help. BWT will also provide informational materials to Way2Go and other agencies that participate in the Coordinated Planning process, attend Faster and Farther meetings, and otherwise work with low-income populations.

C. 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 gross pay per Ithaca Bike Champion (20 hr/month @ \$18/hr plus fringe): \$461/month

Monthly gross pay for IBC program coordinator (40 hr/month @ \$23/hr plus fringe): \$1,167/month

LimePrime (monthly pass) cost: \$15/month

Workshop instructor fee per course: \$200/course

Mini-grants and print materials per IBC event: \$250/event

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

Expenses		
Gross pay for Ithaca Bike Champions (IBC)	4 IBCs for 8 mo, with fringe	\$14,752
Gross pay for IBC Program Coordinator & Lime Access Facilitator	1 P.C. for 10 mo, with fringe	\$11,670
Funding for IBC event needs (ex. food, print materials)	16 events	\$4,000
LimePrime for IBC and Coordinator	5 people for 8 months	\$600
Instructors for bicycle travel training workshops	8 workshops	\$1,600
Overhead (20%)		\$6,524
Total Expenses		\$39,146
Revenues & Contributions		
Contribution of IBC Program Coordinator staff time	50% of Prog. Coord.	\$5,835
Total Revenues & Contributions		\$5,835
SCMP Funding Requested		\$33,311

How will Federal funds will be matched?

With a contribution of staff time to the program coordinator position.

Local match options include cash or in-kind resources. Please describe in detail.

The contribution is 100% in cash.

D. 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 by the number of people that are reached by Ithaca Bike Champions, and the number of people that attend more structured workshops funded by SCMP. Champions will keep track of the number of people they advise about bikesharing and biking during the course of their

outreach. They will be expected to reach out to at least 15 people every month for a total of at least 480 people over the course of 8 months. Workshops provide deeper engagement due to their small group setting; we hope to see at least 8 attendees per workshop for a total of at least 64 attendees over 8 months.

E. 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.

Name: Jennifer Dotson	Title: Executive Director
Signature or email: jennifer@ithacacarshare.org	Date: 11/02/2018

Send to Fernando deAragon, ITCTC, 121 E. Court St, Ithaca, NY 14850 or by email fdearagon@tomkins-co.org before 4 pm on Nov 2, 2018.

For technical assistance contact Dwight Mengel, Tompkins County DSS, at: 607-274-5605, Dwight.mengel@dfa.state.ny.us before Oct 31.