

Attachment 2

Bike to Work Program Scope of Work 2004-05

The Bike to Work Program, a year-long bike commuter incentive, education, and support service consists of two main projects: The Spring Bike Week and the Fall Bike to Work/School Day, plus bike safety/skills education, bike commuter resource information, and the Bike Buddy service.

Work Schedule/Tasks:

• Fall Bike to Work/School Day, Thursday, October 7, 2004

The BTW staff will coordinate the sixth Annual Fall Santa Cruz County Bike to Work/School Day which features free breakfast for all bike commuters at least 10 public sites and at least 20 school sites.

Bike to Work staff will secure public and school breakfast sites for BTWS Day. There will be a special effort to have large employers set up in-house company breakfast sites.

- Solicit donations for food to feed over 3,000 bicyclists.
- Continue the expansion of Bike to School Day through increased participation of schools and greater outreach to students, teachers, and parents.
- Conduct a promotional campaign utilizing a variety of outreach venues and techniques from TV, radio and newspaper to posters, flyers, and email. The promotional campaign will blanket the county in general outreach as in preceding years but will also focus on localized promotion for each breakfast site.
- Continue the "Be Bright, Use a Light at Night," campaign started in fall 2000. Promote bike light use to the general bike riding population. This effort will be coordinated with the Community Traffic Safety Coalition.
- Coordinate promotion with Electric Bike Commuter Incentive program.
- Recruit and coordinate volunteers to assist with BTWS activities.
- Increase outreach to novice bike commuters through business site visits, information flyers, media outreach, and equipment incentives.
- Provide resources for novice commuters to overcome obstacles to bike commuting.

Performance Goals for the Fall Bike to Work/School Day, 2004

- Increase participation 7% from the previous fall BTWS Day.
- Add 2 more schools to the Bike to School breakfast sites.
- Place over 100 event and informational posters at local businesses.
- Have at least one article published in a local newspaper regarding bike commuting.
- Have two weeks of PSA's aired on a local radio station.
- Increase by 5% the number of beginning cyclists attending BTW Day.

Work Schedule/Tasks:

• Spring Bike Week, Third Week of May, 2005

The BTW staff will coordinate the 18th annual Santa Cruz County Bike Week event which features a Bike to Work/School Day, at least one bike fair, at least one bike safety/commuter instruction workshop/activities, a Commuter Race event, a Food Delivery Day by bicycle, a local history tour by bicycle, and possibly other events. The variety of events will focus on hands-on, fun, and inclusive methods of getting residents on bikes and driving less. BTW will be integrating the bike commuting and safety message into all our events. The main goal of Bike Week will be to promote the bicycle as a commute vehicle as well as a transportation tool for many other trips.

- Bike to Work staff will secure 10 public and 22 school private breakfast sites for BTWS Day. There will be a special effort to have large employers set up in-house company breakfast sites.
- Continue to increase the ever-popular Bike to School Day effort, which instills the bike as transportation ethic in commuters at an early age.
- Solicit donations for food to feed over 3,200 bicyclists.
- Solicit cash donations from local public agencies and businesses to fund material purchases.
- Recruit volunteers to staff all BW events, especially breakfast sites and food delivery day.
- Promote bike commuter equipment therefore making the bike more functional for commuting, running errands, or getting to a social activity.
- Recruit other bicycle and community groups as well as businesses to host Bike Week events.
- Provide staff and promotional support to other groups who host Bike Week events.
- Keep business sponsors updated on Bike Week activities and bike commuter services for their employees to use.
- Conduct a promotional campaign utilizing a variety of outreach venues and techniques from TV, radio and newspaper to posters, brochures, email, workplace booths. The promotional campaign will blanket the county in general outreach as we have done previously. We will also focus on localized promotion for each breakfast site.
- Host an innovative and attention getting media event which demonstrates the appeal of bike commuting versus commuting by car.
- Coordinate artwork, T-shirt and color poster production with Monterey and San Benito County Bike Week staff.
- Coordinate TV and radio promotion as a tri-county Bike Week effort, in conjunction with Clean Air Month activities.
- Will continue to work with local transportation agencies to promote bike commuting as well as other forms of alternative transportation in the Bike Week effort.
- Recruit and coordinate volunteers to assist with Bike Week activities.

- Coordinate promotion with Electric Bike Commuter Incentive program.
- Work closely with Cabrillo College and UCSC to promote their breakfast site for BTWS Day.
- Continue to expand efforts into South County and improve upon outreach to the Latino community.

Performance Goals for the Spring Bike Week, 2005

- Increase participation 7% from the spring Bike Week 2004.
- Increase participation by 7% from the spring Bike To Work/School Day, 2004.
- Add another 2 schools to the Bike to School breakfast sites.
- Establish 1 new company-run Bike to Work breakfast site for BTW Day.
- Increase by 10% outreach/promotion to businesses through a company liaisons using email, flyers, posters, and business site presentations/booths from spring Bike Week 2003.
- Conduct at least 1 bike safety/skills classes for new commuters.
- Increase by 10% the number of beginning cyclists attending BTW Day from spring Bike Week 2004.
- Increase by 10% the number of business site visits from spring Bike Week 2004.

Work Schedule/Tasks:

Bike Buddy Service, year long program:

BTW staff will continue to maintain the Bike Buddy program, which started in October, 1999. This service was updated in fall 2003 allowing bike commuters to find matches directly by going online. This streamlining of services was made possible by collaborating with RIDES for Bay Area Commuters. Santa Cruz area commuters can access the service via our website: bike2work.com.

The service matches expert bike commuters with novice bike commuters with similar commute routes. The experienced bike commuter can offer bike advise, show safer routes, encouragement and motivation for the beginning bike commuter. The program also offers bike commuters match-lists for other bike commuters to share the commute.

- Maintain web link to the RIDES for Bay Area Commuters online matching service. Promote the service via emails and piggyback on Bike Week promotions.
- Recruit more BB's, targeting beginning cyclists utilizing BTW business site visits outreach and BTW breakfast site sign-ups.

Performance Goals for the Bike Buddy service

- Increase the number of bike commuters signing up for the BB service by 10%.
- Promote the services with Bike Week outreach.

Work Schedule/Tasks:

Bike Safety and Commuter Information Resource

BTW promotes and provides resources for safe cycling throughout the year. Information is providing via bike2work.com, our office information library, booths at special events, and to sponsor businesses. Staff also works with other agencies to help them in their road safety and bike resource projects. Promote such issues as anti-bike theft literature and awareness. Communicate with BTW participants on these issues.

- Maintain current bike resource information on the BTW website.
- Staff information booth at local special events.
- Communicate with BTW participants on important bike issues.

Performance Goals for Bike Safety/Commuter Resources:

- Keep bike resource information current on our website.
- Staff at least 5 information booths at community special events.
- Keep BTW participants updated on important bike issues.

**Bike to Work
Budget Request
FY '04-'05**

	SCCRTC	Match*
Personnel		
Program Director (.5 FTE)	\$ 22,485.00	\$ 3,900.00
Program Coordinator (.375 FTE)	\$ 13,436.00	\$ 644.00
Administrative Support (.087 FTE)	\$ 3,460.00	
Payroll Expenses (15%)	\$ 619.00	\$ 5,699.00
Material		
Direct Costs (program materials & supplies)		\$ 14,257.00
Inkind services (staff & supplies)		\$ 36,000.00
Inkind product donations (food, advertising, prizes)		\$ 40,000.00
Total	\$ 40,000.00	\$ 100,500.00
TOTAL PROJECT BUDGET	\$ 140,500.00	

* Local business and public agencies contribute \$24,500 in cash plus an additional \$76,000 of inkind services and product annually for Bike to Work.