

Bike to Work Program

Scope of Work 06-07

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

Work Schedule/Tasks:

• Fall Bike to Work/School Day, Thursday, October 5, 2006

The BTW staff will coordinate the eighth 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 22 school sites.

Bike to Work staff will secure public and school breakfast sites for BTWS Day. There will be a special emphasis on reducing car traffic at schools to make school streets safer for all users.

- 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 including TV, radio and newspaper, 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, 2006

- Increase participation 5% from the previous fall BTWS Day.
- Add new 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 2.5% the number of beginning cyclists attending BTW Day.

Work Schedule/Tasks:

• Spring Bike Week, Third Week of May, 2007

The BTW staff will coordinate the 20th 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 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 integrate the bike commuting and safety message into all our events. The main goal of Bike Week will be to continue to promote bicycle commuting as well as a bicycle transportation for other trips, that replace a single occupancy vehicle trip.

- Bike to Work staff will secure 10 public and 22 school private breakfast sites for BTWS Day. We will work with large employers to provide incentives for their employees to bike to work.
- Continue to increase the ever-popular Bike to School Day effort, which gets kids used biking for transportation at an early age.
- Solicit donations for food to feed over 3,200 bicyclists.
- Continue to improve our website services with an online Bike to Work Day survey which would allow more commuters to participate in Bike to Work Day. Also provide commuter maps and updated bike commuter resources.
- 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 during the Bike Week effort.
- 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, 2007

- Increase participation 5% from the spring Bike Week 2006.
- Increase participation by 5% from the spring Bike To Work/School Day, 2006.
- Add 2 new 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 company liaisons using email, flyers, posters, and business site presentations/booths from spring Bike Week 2006.
- Conduct at least 1 bike safety/skills classes for new commuters.
- Increase by 2.5% the number of beginning cyclists attending BTW Day from spring Bike Week 2006.

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, to BTW Day participants via email, and to sponsor businesses. Staff also works with other agencies to help them in their road safety and bike resource projects. Staff is an active member of the RTC's Bicycle Committee and the County's Community Traffic Safety Coalition (CTSC). We promote such issues as bike theft prevention, helmet use, bicycling in the rain and cold, and bike parking. These are some of the ways we conduct outreach 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.
- Attend RTC Bicycle Committee and CTSC meetings.

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 via email.

Bike to Work
Budget Request of
\$40,000 FY '06-'07
TDA Funds

	SCCRTC	Match*
Personnel		
Program Director (.5 FTE)	\$ 22,485.00	\$ 5,595.00
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)		\$ 26,000.00
Inkind product donations (food, advertising, prizes)		\$ 50,000.00
Total	\$ 40,000.00	\$ 102,195.00
TOTAL PROJECT BUDGET	\$ 142,195.00	

* Local business and public agencies donations, raffle and T-shirt sales, contribute an estimated \$26,195 in cash plus an additional \$76,000 of inkind services and product annually for Bike to Work.