



Bicycle & Pedestrian Advisory Committee

January 16, 2013

TDM Tier 2 Bicycle Projects

Issue: Transportation Demand Management Tier 2 Grants

Recommendation: This item is for information only.

Discussion: In November 2013, the SACOG Board approved funding of projects for the Transportation Demand Management Tier 2 grant program. The following projects have bicycle components:

Youth Bicycle Education Video, North Natomas TMA –\$25,000

The NNTMA is going to develop a high quality, 30-45 minute, age-appropriate bicycle education video, with a target audience of 10 to 13 year olds. The main goal of the video is to educate and empower youth to safely travel by bicycle and do so safely. The video will be professionally produced and created to remain relevant for a minimum of 7 to 10 years. The format of the script is to be a series of cohesive vignettes with different topics, which can be shown in its entirety, or as stand-alone short segments. Topics will include (but are not limited to): traffic principals, right-of-way rules, pedestrian safety, bicycle parts and maintenance, helmet safety, types of intersections and how to navigate through them properly, hazard avoidance, common crashes and how to avoid them, route finding, locking your bike, and a promotional section on Bike Month. The video will feature children riding and modeling correct behavior, have a cinematic feel, and use motion graphics strategically to enhance main learning goals. The video will be shot in North Natomas and the surrounding Sacramento area so it has a local feel and is relevant for the region. Contact Becky Heieck for additional information at becky@nntma.org

Bicycle Friendly Business Program, City of Davis – \$15,000

This project entails the foundational development and promotion of Bicycle Friendly Businesses (BFB) in concert with similar programs administered by the League of American Bicyclists (LAB) and the Sacramento Area Council of Governments (SACOG). The program will provide an advisory role to encourage and support local businesses to submit BFB applications to both the LAB and SACOG. The goal of the program is primarily to reduce employee and patron vehicle miles traveled (VMT) while garnering regional and national recognition for participating businesses that demonstrate a strong commitment to fostering a bicycle friendly workplace. The BFB program will be integrated into SACOG's May is Bike Month activities by encouraging participating businesses to take part in sponsoring and staffing breakfast stations (energizer stations) on Bike to Work Day. Bike to Work Day will be further promoted to local businesses through a monthly Bike to Work Day sub-program to encourage year-round bicycling. Contact D.K. Kemp for additional information at dkemp@cityofdavis.org

Bicycle Friendly America Initiative, 50 Corridor TMA – \$35,000

This 16-month initiative will focus on assisting local jurisdictions and 25 businesses along the 50 Corridor to receive or improve their Bicycle Friendly Status. The designation, granted by the League of American Bicyclists, is a rigorous process which focuses on Education, Encouragement, Evaluation, Enforcement, and Engineering. This Tier 2 funding request will only address Education, Encouragement, Enforcement, and Evaluation, while the jurisdictions (City of Rancho Cordova and City of Folsom) will separately address Engineering requirements. The 50 Corridor TMA and its partners propose to establish a team of advocates along the 50 Corridor to work with jurisdictions, schools, and businesses to achieve various Bicycle Friendly designations by mid-2015. Contact Rebecca Garrison for additional information at rebecca@50corridortma.org.

AJT:gg

Key Staff: Matt Carpenter, Director of Transportation Services, (916) 340-6276
Lacey Symons-Holtzen, Active Transportation Team Manager, (916) 340-6212
A.J. Tendick, Transportation Demand Management Team Manager, (916) 340-6215
Victoria S. Cacciatore, Active Transportation Team Project Coordinator, (916) 340-6214