

# 2010 Statewide Transportation Enhancements Program PSRC Regional Application Form

**\*\*Please read all of the text in this section before completing this application\*\***

**Important notice:** The importance of complete and accurate information on every application cannot be overemphasized. The evaluation and scoring of all submitted projects will be based on the answers provided in this application. A project's suitability for funding may be compromised if the application is found to have omissions or inaccuracies.

**Projects receiving funding as a result of this competition:** Funding distributed as a result of the 2010 Statewide Transportation Enhancements Program is awarded competitively to projects, and not to the sponsoring agency itself. Sponsors of projects that are awarded funds from this competition will be required to submit a more detailed application in order to program the funds into the State and Regional Transportation Improvement Program. Please refer to the Schedule in the Call for Projects for more information.

**Email submissions are preferred:** Attach your completed application to an email and send it to [tipapp@psrc.org](mailto:tipapp@psrc.org). Please name the file "**2010 Enhancements-[agency]-[project title]**". If you are unable to email the application, please mail a copy of the electronic file on diskette or CD, and fax or mail a corresponding paper copy. Electronic copies of all applications are required, as they will be posted to the PSRC's web site. Mailed materials should be sent to: Tracy Murray, Puget Sound Regional Council, 1011 Western Avenue Ste 500, Seattle, WA 98104-1035 and/or faxed to 206-587-4825, Attn: Tracy Murray. For questions or to confirm receipt of your application, contact [Tracy Murray](mailto:Tracy.Murray@psrc.org), 206-971-3277.

**Deadline:** Applications must be received by PSRC by **5:00 PM on Monday, July 12, 2010**. Applications should be no more than **15 pages**, plus maps and/or other required supporting documentation.

<b>PROJECT IDENTIFICATION AND DESCRIPTION</b>	
<b>1</b>	<p><b>PROJECT TITLE:</b> Bike Smart Tacoma</p>
<b>2</b>	<p><b>TRANSPORTATION 2040 ID# NA</b></p> <p>To be eligible for funding, regionally significant projects must be explicitly identified in Transportation 2040, the region's long-range Metropolitan Transportation Plan (MTP). For the 2010 Statewide Transportation Enhancements Program, this would apply to regionally significant nonmotorized projects such as separated trails. To confirm whether your project is specifically listed in Transportation 2040, refer to <a href="http://www.psrc.org/assets/3763/Appendix_M.pdf">http://www.psrc.org/assets/3763/Appendix_M.pdf</a>. For assistance or questions regarding these issues, contact <a href="mailto:Kimberly.Scrivner@psrc.org">Kimberly Scrivner</a>, 206-971-3281.</p>
<b>3</b>	<p><b>SPONSORING AGENCY:</b> Cascade Bicycle Club Education Foundation</p> <p>Note: non-profit organizations may administer grants from the 2010 Statewide Transportation Enhancements Program <u>unless the project requires design, right of way acquisition, and/or construction</u>. In such cases, a public agency must serve as the project sponsor.</p> <p>Co-sponsor(s) if applicable: The proposed project does not require design, right of way acquisition, and/or construction. There is no co-sponsor for the project.</p> <p><i>For the purposes of this application and competition, "co-sponsor" refers to any agency that would receive a portion of the funding if the requested grant were to be awarded.</i></p> <p>Does sponsoring agency have "Certification Acceptance" status from WSDOT?    <input type="checkbox"/> Yes    <input type="checkbox"/> No</p> <p>Please note: the requirement that public agencies have Certification Acceptance status has been waived for this program; however, all federal and state project requirements must still be met. Refer to the Washington State Department of Transportation Local Agency Guidelines Manual at <a href="http://www.wsdot.wa.gov/LocalPrograms/LAG/">http://www.wsdot.wa.gov/LocalPrograms/LAG/</a> for more information.</p>
<b>4</b>	<p><b>PROJECT CONTACT:</b></p> <p>Name:            Kathy McCabe</p> <p>Email :            kathy.mccabe@cascadebicycleclub.org</p>

Phone: 206 204-0587

**5 PROJECT DESCRIPTION**

Describe the proposed work and explain the nature of the entire project, including the existing and proposed conditions and type of use. Explain why the project is needed and how the project meets the eligibility requirements of the selected Transportation Enhancements categories. Attach a detailed 8 ½" by 11" vicinity map. Photographs are welcome, but not required.

In response to the anticipated Tacoma Mobility Master Plan, Cascade Bicycle Club Education Foundation (Cascade) will take its highly effective Bike Smart Seattle (2008-2010) program to Tacoma to educate residents and businesses about bike safety and to increase bicycling as a desirable transportation choice. As a result of Cascade's successful Bike Smart Seattle contract with the City of Seattle, 51 percent of survey respondents in 2008, and 53 percent in 2009, reported that they bicycled more after participating in the program. Bike Smart Seattle offers an excellent model for Tacoma, a densely populated city with 197,181 residents within 62 square miles. Through Bike Smart Tacoma, Cascade Bicycle Club Education Foundation aims to increase trips by bike in the city by 5% in two years.

The proposed program will meet the eligibility requirements of Transportation Enhancement Category 11: Provision of Safety and Educational Activities for Pedestrians & Bicyclists.

Need for the project: The bicycle mode split of .3% in Tacoma, as reported in the Journey to Work data from the 2000 census, falls behind the national average of .4%. Bicycle mode split is defined as the percentage of people who bicycle for transportation. Numerous research studies, as well as several focus groups that Cascade conducted with Gilmore Research Group in 2008 and 2009, clearly indicate that safety concerns, perceived or real, make up one of the most significant determinants of transportation choice.

Cascade is widely recognized for its expertise in bicycle safety and education. Notably, Cascade developed and implemented Bike Smart Seattle, modeling it after the successful Portland Ride Smart program. The proposed program will increase bicycling in Tacoma by employing strategic methods that have shown the best outcomes in Bike Smart Seattle and other safety and education initiatives. Based on these experiences, we will employ social marketing techniques to encourage more bicycling as an alternative to automobile travel and provide safety education for bicyclists, pedestrians, and motorists. With the proposed grant we will raise awareness about bicycling in eight Tacoma neighborhoods by means of a dedicated bicycle Ambassador, distribution of bicycle maps and route information, safety classes, and community rides and events. Additionally, we will conduct business outreach activities based on Cascade's best practices for businesses.

Neighborhood-based bicycle encouragement and safety promotion: Neighborhood-based promotion and education has been the most effective component of Bike Smart Seattle and Cascade's other bicycle safety and education campaigns. Through these programs we know that people are more likely to seek advice and assistance from others whom they recognize and trust, and to start engaging in healthy activities like bicycling when they see neighbors participating. To focus our efforts, we will divide the geographic area of Tacoma into north and south subareas, working in four neighborhoods in each. In the north subarea we will work in the Northeast, New, North End and West End (Tacoma) neighborhoods; in south subarea, the Central, South End, South and Eastside (Tacoma) neighborhoods. Cascade will work in each subarea for one year of the two-year project period. We will employ four strategies: 1) Bicycle Ambassadors, 2) Neighborhood Outreach, 3) Business Outreach, and 4) Motorist and Cyclist Safety Campaign.

1) Bicycle Ambassadors: One Bicycle Ambassador in each participating neighborhood will

serve as a consistent, recognizable, approachable go-to bicycle resource for Tacoma residents. Cascade currently has a corps of Ambassadors in the Bike Smart Seattle program, and the proposed project will adapt the Seattle model to a neighborhood-based approach in Tacoma. As educators, Ambassadors will serve as catalysts for change by empowering and educating individuals, organizations, and entire neighborhoods. A trained Ambassador in each of the participating neighborhoods will fill a variety of key roles:

**Neighborhood resource:** Ambassadors will be strategically located at neighborhood venues and events so as to share bicycle safety and commute information with the maximum number of people possible. Examples of events will include business transportation fairs, farmers markets, summer street closures, and community festivals. Ambassadors will perform safety checks of bicycles and helmets, offer low-cost helmets for sale, and distribute educational materials such as bicycle maps and safety information. Materials will include Cascade's Go By Bike brochure, Via Bike Manual, and the Washington Bicycle Laws brochure. In addition, Ambassadors will share important information about safe interaction among bicyclists, motorists, and pedestrians.

**Classes:** Bicycle ambassadors will conduct 16 free classes over the two-year project period for a broad spectrum of residents, including children, youth, commuters, and seniors. Classes on such topics as safe urban riding techniques, bike maintenance, and others will give participants the skills to ride confidently in a city setting. Classes will include both classroom and on-road portions. Ambassadors will be trained in using the League of American Bicyclists Urban Cycling Techniques curriculum and will keep current on bicycling issues and new bicycle infrastructure in the city of Tacoma. Such infrastructure includes new bicycle lanes, shoulder bikeways, shared lane markings, cycle tracks, and bicycle boulevards. Classes will primarily target people who do not currently bicycle for trips but are interested in starting. Classes will be promoted through bicycle information packets distributed by Ambassadors, local newspapers, community centers, the Cascade Bicycle Club online calendar, neighborhood blogs, and other media.

**Neighborhood rides:** The Ambassadors will lead 24 monthly community rides during the two-year project period to demonstrate the use of bikes for short trips. Modeled after Cascade's Seattle-based Spokespeople neighborhood ride program, this initiative will recruit new riders and provide instruction on useful bike routes and safety. Rides will also include the participation of business leaders, elected officials, and other prominent citizens to bring influence and attention to the individual and social benefits of bicycling. Some rides will be organized around destinations, such as baseball games, farmers markets, community centers, and the business district. Neighborhood rides will be promoted through bicycle information packets, local newspapers, community centers, the Cascade Bicycle Club online calendar, neighborhood blogs, and others.

2) **Neighborhood Outreach:** Every household in each subarea will receive a postcard introducing Bike Smart Tacoma and offering the opportunity to receive a bicycle information kit delivered in person by a bicycle Ambassador. Kits will consist of a bike map, a list of upcoming events and classes, safety information, and safety-related incentives, such as reflective slap bands. Hand-delivery will serve the dual purpose of giving requestors the opportunity to meet the Ambassador in person and discuss bicycle issues, and to demonstrate the use of bicycles as a functional transportation mode.

3) **Business Outreach:** Cascade will work with local employers, businesses, and the chamber of commerce to encourage bicycling among employees and customers.

**Business Bike Forum:** We will hold one business forum per year in Tacoma to engage and educate the local business community about the benefits of bicycling for employees and customers. We expect approximately 20 businesses to attend each forum. We will also

encourage participation in Cascade's 40-member Seattle Bike Business Forum, a group of such companies as Adobe, Microsoft, COSTCO, Seattle Children's, and Vulcan, representing more than 140,000 employees from around the region.

**Commute Classes:** Each year, we will offer two free commute classes to area employers. We will manage demand for this service with an application process for employers, which considers company size, location, and commitment to publicizing the free class to their employees. Each class is limited to 25 participants. Each participant will receive a copy of our full-color Via Bike commute manual.

**Best Practices:** We will distribute up to 100 copies of our Best Practices Guide for Bike-Friendly Businesses within each participating subarea of Tacoma. We will provide a free site assessment to one business in each subarea, and provide a summary report of suggested improvements to enhance bicycling through planning, policy, and programming. We will manage demand for this service with an application process that considers business size, location, need, and commitment to making recommended changes.

**May Bike Month:** Throughout the month of May, Cascade encourages bicycling through the month-long employer-based Group Health Commute Challenge and Bike to Work Day. Each year, these two events mobilize tens of thousands of bicycle commuters. In 2010, more than 10,300 people participated in the Group Health Commute Challenge. Through the education activities of the proposed grant, we will increase participation in Cascade's Bike Month activities to expand our reach of challenge. We will do this by encouraging employers and employees to form teams to challenge one another, and by helping expand bicycle commuting by neighborhood.

**4) Motorist and Bicyclist Safety Campaign:** We will conduct a safety campaign to promote cooperation among bicyclists, pedestrians, and motorists. At events all over the city of Tacoma we will disperse materials that encourage safe interactions between bicyclists and motorists, including our 3-foot stickers used by roadway cyclists to remind motorists to leave three feet of space when passing. Additionally, we will distribute our Biking Rules Handbook to remind all road users about following the rules of the road.

**Measureable Outcomes and Evaluation:** Measureable outcomes for the project include:

- Increase bicycle trips in each subarea by 5% per year
- Speak with 4,500 people about bicycling at 60 community events
- Deliver 4,500 bicycle information kits
- Teach 20 classes with 250 participants
- Lead 24 rides with 300 participants
- Hold 2 business forums with 20 Tacoma business represented at each forum
- Increase safe bicycling and perception of safety among class and ride participants

The proposed project will begin with a focus group of Tacoma residents conducted by a Tacoma-based research group to determine specific needs for programming and information. We will conclude the project with a survey to assess results and identify next steps and areas for improvement. We will also conduct before and after neighborhood trip counts. Additionally, we will conduct a pre and post online survey to measure the increase in bicycle use and assess perceptions of safety. At the close of the project we will report our successes and discoveries to the Tacoma Department of Transportation, the Tacoma Wheelmen's Bicycle Club, our membership, and the general public in Cascade's newsletters and blog.

<b>6</b>	<p><b>PROJECT LOCATION: Tacoma</b></p> <p>County(ies) in which project is located: <b>Pierce County</b></p> <p><b>Answer the following questions if applicable:</b></p> <p>a. Crossroad/landmark nearest to beginning of project (identify landmark if no crossroad):</p> <p>b. Crossroad/landmark nearest to end of project (identify landmark if no crossroad):</p>
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<b>7</b>	<p><b>PROJECT TYPE</b> (Please select 1 or more of the following 12 eligible Transportation Enhancements categories):</p> <p><input type="checkbox"/> Provision of Facilities for Bicycles and Pedestrians</p> <p><input type="checkbox"/> Acquisition of Scenic Easements &amp; Scenic or Historic Sites</p> <p><input type="checkbox"/> Scenic or Historic Highway Programs (including tourist &amp; welcome center facilities)</p> <p><input type="checkbox"/> Landscaping and other Scenic Beautification</p> <p><input type="checkbox"/> Historic Preservation</p> <p><input type="checkbox"/> Rehabilitation and Operation of Historic Transportation Buildings, Structures or Facilities</p> <p><input type="checkbox"/> Preservation of Abandoned Railway Corridors (including conversion and use for pedestrian or bicycle trails)</p> <p><input type="checkbox"/> Control and Removal of Outdoor Advertising</p> <p><input type="checkbox"/> Archaeological Planning and Research</p> <p><input type="checkbox"/> Mitigation of Water Pollution due to Highway Runoff or Reduce Vehicle-Caused Wildlife Mortality while Maintaining Habitat Connectivity</p> <p><input checked="" type="checkbox"/> Provision of Safety and Educational Activities for Pedestrians and Bicyclists</p> <p><input type="checkbox"/> Establishment of Transportation Museums</p>
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**PLAN CONSISTENCY**

Cities, towns and counties seeking federal funds managed by PSRC may submit an application only if their comprehensive plan has been certified by PSRC. All other agencies (e.g., transit agencies, WSDOT, tribal nations, nonprofit organizations, etc.) must show that their project is consistent with the applicable city and/or county comprehensive plan(s), and with VISION 2040 and Transportation 2040, the central Puget Sound region's long-range Metropolitan Transportation Plan. For questions on consistency and certification, contact [Rocky Piro](mailto:Rocky.Piro@psrc.org), 206-464-6360.

<b>8</b>	<p><b>CONSISTENCY WITH VISION 2040 AND TRANSPORTATION 2040</b></p> <p>All applicants must answer the questions in this section. If you need assistance, please contact staff at the local jurisdiction in which the project is located. Information on the current certification status of a local plan is available on the PSRC website at <a href="http://www.psrc.org/growth/planreview/statusreportppr/">www.psrc.org/growth/planreview/statusreportppr/</a>. For copies of VISION 2040 or Transportation 2040 documents, please contact the PSRC <a href="mailto:Information.Center@psrc.org">Information Center</a>, 206-464-7532. Regionally significant projects that expand transportation system capacity must be identified in Transportation 2040. This includes nonmotorized trails and separated pathways. For assistance refer to <a href="http://www.psrc.org/transportation/t2040/">www.psrc.org/transportation/t2040/</a> or contact <a href="mailto:Kimberly.Scrivner@psrc.org">Kimberly Scrivner</a>, 206-971-3281.</p>
	<p>Indicate the current certification status of the local comprehensive plan in the community where the project is located. Select only one from the drop down box below and provide the most recent date of certification action. If you select "Not Certified," leave the date field blank.</p> <p>Certification Status: Certified      Date of certification action (mm/dd/yy): 06/30/09</p>
	<p>Please check all boxes that apply to the project's location. If portions of the project are located in more than one of the locations listed, please check all appropriate boxes. (See <a href="http://www.psrc.org/assets/465/Centers_small.pdf">http://www.psrc.org/assets/465/Centers_small.pdf</a> for more information.)</p> <p><input checked="" type="checkbox"/> The project is located outside the designated urban growth area.</p> <p><input checked="" type="checkbox"/> The project is located within the designated urban growth area.</p> <p><input type="checkbox"/> The project is located within an identified regional growth center or town/activity center. Refer to <a href="http://www.psrc.org/growth/centers/">http://www.psrc.org/growth/centers/</a> for more information. For identified local city/town locations, please describe.</p>

- Regional Growth Center(s):
- Regional Manufacturing/Industrial Center(s):
- Local Town/Activity Center(s):

Is the project specifically identified in a local comprehensive plan?

Yes. Indicate the (1) plan name, (2) relevant section(s), and (3) page number where it can be found:

No. Describe how the project is consistent with the applicable local comprehensive plan, citing specific local policies and provisions the project supports. Please include the actual text of all relevant policies or information on where it can be found, e.g. the policy document name and page number.

Bike Smart Tacoma is designed to educate bicyclists, motorists, and businesses about safe and effective bicycling for transportation in Tacoma. PSRC's Vision 2040 and Transportation 2040 plans identify the goal of increasing bicycle commuting in order to raise the mode share of nonmotorized transportation. As these plans recognize, barriers to bicycle commuting must be reduced in order to increase the level of participation. Raising the number of bicycle commuters depends upon safety education for bicyclists, motorists, and businesses.

The following excerpts illustrate the city, county, and regional commitment to promoting and increasing bicycle commuting.

Transportation 2040

p. 11 Transportation Demand Management. Emphasize greatly expanded employer and residential programs to reduce travel demand and increase use of transit, vanpools, bicycling, and walking.

Appendix C, p. 12, Multi-County Planning: Coordination. MPP-T-16 Promote and incorporate bicycle and pedestrian travel as important modes of transportation by providing facilities and reliable connections.

Vision 2040

Air Quality, p. 40

MPP-En-19: Continue efforts to reduce pollutants from transportation activities, including through the use of cleaner fuels and vehicles and increasing alternatives to driving alone...

Climate Change, p. 40-41: Agencies at all levels of government should seek ways to both mitigate and adapt to climate change. This includes efforts to . . . improve the convenience and safety of nonpolluting transportation modes such as bicycling and walking. . .

Transportation, pp. 77-88

MPP-T-4: Improve safety of the transportation system and, in the long term, achieve the state's goal of zero deaths and disabling injuries.

MPP-T-5: Foster a less polluting system that reduces the negative effects of transportation infrastructure and operation on the climate and natural environment.

MPP-T-6: Seek the development and implementation of transportation modes and technologies that are energy-efficient and improve system performance.

MPP-T-7: Develop a transportation system that minimizes negative impacts to human health.

MPP-T-15: Improve local street patterns — including their design and how they are used — for walking, bicycling, and transit use to enhance communities, connectivity, and physical activity.

MPP-T-16: Promote and incorporate bicycle and pedestrian travel as important modes of transportation by providing facilities and reliable connections.

Pierce County Comprehensive Plan: 19A.80.070 Nonmotorized Transportation

C5c: Providing information on the roads, trails, and rules of the road through a guide map, brochures, or other public information sources.

City of Tacoma Comprehensive Plan: Transportation Element – Section II, Mobility Master Plan

## Goals

Achieve “Bicycle Friendly Community” status as designated by the League of American Bicyclists by 2015 by developing and enhancing the five Es: Engineering, Education, Evaluation, Enforcement, and Encouragement. p. T-14

### T-MMP-7: Education and Encouragement

Increase the public's awareness and usage of the bicycle and pedestrian network in Tacoma through targeted education and encouragement programs. Specific programs are detailed in Chapter 4 of the 2010 Mobility Master Plan Study and the 2008 ADA Transition Plan. Example programs include Bike Month, Sunday Parkways, and supporting campaigns. p. T-15

#### Action 7.1: Safety Education

Educate the general public on bicycle and walking safety issues and encourage nonmotorized transportation with programs that target pedestrians, bicyclists and motorists.

#### Action 7.2: Linking Trips Education

Educate the general public about linking trips (trip-chaining) to reduce the number of trips taken per day.

#### Action 7.3: Promotion through City Sponsored Events

Encourage pedestrians and bicyclists through City-sponsored events and expanded Bike Month activities.

#### Action 7.5: Education on Laws and

#### Regulations

Educate the general public on bicycle and pedestrian laws and regulations via the City's website and other educational programs.

#### Action 7.6: Education for Drivers

Educate drivers (transit drivers, delivery drivers, etc.) on bicyclist rights and safe motoring behavior around bicyclists. Provide appropriate materials to pedestrians, motorists and cyclists convicted of specified violations

#### Action 7.8: Proper and Safe Behavior

Educate bicyclists and pedestrians on proper and safe behavior for biking and walking via

the City's website and other education programs.

## ADDITIONAL REGIONAL PROJECT EVALUATION

### Part 1: Questions for All Projects

**Instructions:** Once all of the sections in Part 1 have been completed (questions 9 through 13), complete the appropriate questions in Part 2 (question 14 and one only of questions 15 through 18). Refer to the Regional Project Evaluation Criteria to assist you in answering these questions.

**9 RELATIONSHIP TO CENTERS**

Describe the relationship of the project to a regional growth center, town/activity center or connecting corridor. The proposed project will take place in Tacoma, an urban growth area/regional growth center and town activity area.

**10 COMMUNITY SUPPORT**

Describe the public review process for the project. List all letters received or other types of support for the project; include any negative response to the project. Provide the dates, times and locations of all public presentations. If appropriate, describe how the project meets identified state, regional and/or local planning objectives. See attached letters of support from Tacoma Pierce County Health Department, Cascade Land Conservancy, the Mobility Master Plan Steering Committee and the Tacoma Department of Transportation.

**11 FINANCIAL PLAN**

Please fill out Tables 11A - D below and corresponding questions 11E - F. The purpose of the tables and questions is to allow sponsors to fully document their project's financial plan and schedule. Tables 11A -C build upon one another to provide the estimated cost of each phase as well as a project's total cost (Table 11D). The tables require sponsors to list the Transportation Enhancements funds being requested (Table 11A), as well as ALL other sources of secured (Table 11B) and unsecured funds (Table 11C) needed to complete the project. Provide financial information for all funding types in every applicable phase, and use a separate row for each funding source. Totals of federal and other funds listed in Tables 11A - C should equal the total project cost in Table 11D. Funding Commitment Letters must be provided for all financial partners.

**Required Match:** No local match is required; projects may be funded with 100% Enhancement funds.

**11A: Enhancements Funds Requested**

Phase (Planning, Preliminary Engineering, Right of Way, Construction, Other)	Estimated Obligation Date by Phase (mm/dd/yy)*	Enhancements Funds Requested
		\$
		\$
		\$
		\$
		\$
	<b>TOTAL:</b>	\$

**\* Note: the required obligation deadline for these funds is no later than two years from selection approval, estimated to be January 2011.**

**11B: Existing Secured Funding**

Phase	Estimated Obligation date by Phase (mm/dd/yy)*	Source	Amount
			\$
			\$
			\$
			\$
			\$
			\$
		<b>TOTAL:</b>	\$

\*For tables B and C "obligation" may be defined as expenditure or other commitment of funds; for more information regarding secured and unsecured funding sources please refer to <http://www.psrc.org/assets/469/SecuredUnsecured.pdf>.

**11C: Needed future funding (unsecured)** Do not include the grant funds requested in Table 11A

Phase	Estimated Obligation date by Phase (mm/dd/yy)*	Source	Amount
			\$
			\$
			\$
			\$
			\$
			\$
		<b>TOTAL:</b>	\$

**11D: Total Project Cost**

Total estimated cost of each phase		Scheduled completion date by phase (mm/dd/yy)	
Planning:	\$	Planning:	
Preliminary Engineering/Design:	\$	Preliminary Engineering/Design:	
Right of Way:	\$	Right of Way:	
Construction:	\$	Construction:	
Other (Specify):	\$	Other (specify):	
Total Project Cost:	\$	Estimated date of completion (i.e. open for use)	

**11E. Identify the project phases (PE, ROW, CN, etc.) that will be fully completed if requested funding is obtained:**

**11F. If unable to completely fill out Table D (Total Project Cost), please explain why:**

Our project is an education project and does not fit these tables. Please see attached budget.

**12 PROJECT READINESS**

Please fill out the questions below if your project is requesting funds for a Right-of-way (ROW) and/or Construction (CN) phase. Projects requesting funds for a Preliminary Engineering phase need not answer question #12.

PSRC recognizes that the complexity of some projects can trigger a variety of prerequisites that must be satisfied before funding is typically eligible to obligate. These questions are designed to identify those requirements and assist sponsors to:

- Identify which requirements apply to their specific project.
- Identify which requirements have already been satisfied at time of application.
- Provide an explanation and realistic completion date for all requirements not yet completed.

**Important instructions:** For question 12A below, select one of the three options from the drop-down list for each

item that applies at the time of submission of this application. These items are based on the documentation requirements for obligation of federal funds. For any item where "Item not yet completed" is selected, and for any additional requirements pertaining to the project, provide details in question 12B, including the estimated schedule for completion.

**12A. Check all that apply.** If no ROW is required for the project, select "not needed" for sections b through g.

Not needed a. Final FHWA approval of environmental documents including:

Not needed - BA Concurrence: NMFS, U.S. Fish & Wildlife, WSDOT.

Not needed - Section 106 Concurrence.

Not needed - FHWA Environmental Classification Summary Checklist (or EA or EIS).

Not needed b. True Cost Estimate for Right of Way.

Not needed c. Right of Way Plans (stamped).

Not needed d. Relocation Plan (if applicable).

Not needed e. Right of way certification.

Not needed f. Certification Audit by WSDOT R/W Analyst.

Not needed g. Relocation Certification, if applicable.

Not needed - Certification Audit by WSDOT of Relocation Process, if applicable.

Not needed h. Engineer's Estimate.

Not needed i. All environmental permits obtained such as Army Corps of Engineers Permit, HPA, etc.

**12B. Additional information:** include details on any items above that are not yet completed and provide an estimated schedule; please provide any additional information as appropriate.

Cascade's experience implementing Bike Smart Seattle, a 2008-2010 city-wide social marketing campaign, provides the project with knowledgeable staff, educational brochures, and safety materials that are ready to use. Cascade also has many on-the-ground neighborhood connections that will help us proceed with our work in each neighborhood. With these elements in place we can mobilize quickly to launch the project as soon as funding becomes available.

**13 OTHER CONSIDERATIONS**

Please describe any additional aspects of your project not requested in the application that could be relevant to the final project recommendation and decision-making process. No points will be given to this section.

**PART 2: CATEGORY SPECIFIC QUESTIONS**

**14 Select one of the following four categories that best fits your project and follow the corresponding instructions:**

- Nonmotorized Projects: Complete question 15.
- Scenic Resources Projects: Complete question 16.
- Historic Resources Projects: Complete question 17.
- Environmental Projects: Complete question 18.

**15 NONMOTORIZED PROJECTS**

**Instructions: Complete this section if you selected "Nonmotorized Projects" in question 14.**

**Please explain how your project addresses the following:**

- The project extends, completes or otherwise adds to an existing nonmotorized system or network.
- The project connects or links to other multimodal facilities (such as transit stations).
- The project addresses current nonmotorized needs in the community, e.g., - gaps in the system; safety issues, etc.
- The level of public exposure or access to the project (for example, current and future land use in the

vicinity of the facility).

- Explain how the project relates to surface transportation. If the project has recreational aspects, demonstrate that the purpose is primarily for transportation rather than recreation. Explain how this enhancement is “over and above” normal project or activities (i.e., not routine or required).

The project extends, completes, or otherwise adds to an existing nonmotorized system or network. An existing nonmotorized system is only useful if people use it. With the implementation of the upcoming Tacoma Mobility Master Plan the need will arise to educate and orient users and potential users of the network. The proposed project will improve the usefulness of the nonmotorized system in Tacoma by increasing awareness of and accessibility to bicycle travel throughout the city. We will use a multifaceted approach to widely disseminate information on bicycle routes, safety, and strategies for individuals and businesses. The project will help implement the city’s Mobility Master Plan, giving cyclists strategies to use the network effectively.

The project connects or links to other multimodal facilities. The selection of Tacoma for the Bike Smart program is based on the density of its urban development and the low mode split for bicycling. Through education, rides, and community outreach and involvement, Bike Smart Tacoma will highlight opportunities to combine bicycle trips with transit and help people make multimodal connections. Given impending transit service cuts, the proposed program will help address system gaps by promoting the use of the bicycle for short trips.

The project addresses current nonmotorized needs in the community (e.g. gaps in the system, safety issues, etc). Bike Smart Tacoma will focus on improving safety and the perception of safety, one of the main determinants of mode choice. Instruction on safe urban riding techniques, distribution of materials and resources promoting safety, 24 guided neighborhood rides, and education of motorists all combine to improve safety on the road for all users, especially more vulnerable users like those on bicycles.

The level of public exposure or access to the project. The program will educate and engage the maximum number of potential new riders by providing hand delivery of program materials to those who request them, as well as having high visibility at community events and other venues. Cascade will at reach every (76,127) household in Tacoma with a postcard offering the bicycle information kit. Additionally, we expect Cascade to meet 8,000 people face-to-face. Widely publicized events, classes, workshops, and neighborhood rides will provide individualized attention to those who seek assistance and are most inclined to start bicycling more. Through programming we aim to increase trips by bicycle by 5%.

Explain how the project relates to surface transportation. If the project has recreational aspects, demonstrate that the purpose is primarily for transportation rather than recreation, explain how enhancement is over and above normal project or activities. Forty percent of trips are less than two miles and the majority are not work-related. Given this, bicycles can serve existing and new transit commuters for both work and non-work related trips. In anticipation of region-wide transit service cuts over the next 3 years, bicycles also give transit users a means to adapt to changing routes and schedules. Finally, by building additional mode share for bicycle trips and reducing mode share for individual SOV car trips, the project will reduce stress on the existing surface transportation system.

**16 SCENIC RESOURCES PROJECTS**

**Instructions: Complete this section if you selected “Scenic Resources Projects” in question 14.**

**Please explain how your project addresses the following:**

- The project promotes greater public appreciation or use of the transportation system.
- The project contributes to the preservation of significant scenic resources.
- The level of public exposure or access to the project.

	<ul style="list-style-type: none"> <li>• Long-term preservation plans to maintain the scenic character of the property.</li> <li>• Whether or not there is perpetual ownership of the property.</li> <li>• Whether or not the resource is threatened, or if there will be a loss of opportunity if the project is not funded.</li> <li>• Explain how the project relates to surface transportation; explain how this enhancement is “over and above” normal project or activities (i.e., not routine or required).</li> </ul>
17	<p><b>HISTORIC RESOURCES PROJECTS</b></p> <p><b><u>Instructions:</u></b> Complete this section if you selected “Historic Resources Projects” in question 14.</p> <p><b>Please explain how your project addresses the following:</b></p> <p><u>For site-specific and/or capital projects:</u></p> <ul style="list-style-type: none"> <li>• The historic significance of the facility.</li> <li>• The planned use of the facility.</li> <li>• Whether or not the project is part of a larger historic preservation plan.</li> <li>• The level of public exposure or access to the project.</li> <li>• Whether or not the resource is threatened, or if there will be a loss of opportunity if the project is not funded.</li> <li>• The long-term preservation and/or maintenance plans for the facility.</li> <li>• Explain how the project relates to surface transportation; describe the current or former transportation use of the facility. Explain how this enhancement is “over and above” normal project or activities (i.e., not routine or required).</li> </ul> <p><u>For planning projects:</u></p> <ul style="list-style-type: none"> <li>• The project’s relationship to the protection of historic or archaeological resources.</li> <li>• Whether or not the project is part of a larger historic preservation plan.</li> <li>• The long-term plan for ongoing management, updating and training.</li> <li>• The level of public exposure or access to the project.</li> <li>• Whether or not the resource is threatened, or if there will be a loss of opportunity if the project is not funded.</li> <li>• Explain how the project relates to surface transportation; explain how this enhancement is “over and above” normal project or activities (i.e., not routine or required).</li> </ul>
18	<p><b>ENVIRONMENTAL PROJECTS</b></p> <p><b><u>Instructions:</u></b> Complete this section if you selected “Environmental Projects” in question 14.</p> <p><b>Please explain how your project addresses the following:</b></p> <ul style="list-style-type: none"> <li>• The relationship of the project to the transportation system.</li> <li>• The need for the project.</li> <li>• The long-term maintenance plans for the project.</li> <li>• Whether or not the resource is threatened, or if there will be a loss of opportunity if the project is not funded.</li> <li>• Explain how the project relates to surface transportation; explain how this enhancement is “over and above” normal project or activities (i.e., not routine or required).</li> </ul>

**Attachment A: BUDGET**

**Cascade Bicycle Club Education Foundation:**

**Bike Smart Tacoma**

<b>Item</b>	<b>Unit Cost</b>	<b>Total Cost</b>
<b>Salary</b>		
Program Coordinator. Coordinate program in Tacoma, schedule events and ambassadors, coordinate materials.	3120 hours (3/4 time) @ \$16.83 per hour	\$52,500.00
Commute Staff: Business forum, business best practices, business advising, Group Health Commute Challenge	200 hours @ \$24.00 per hour	\$4,800.00
Education Director: oversee contracts, reports, general programming decisions, budgets	100 hours @ \$24.00 per hour	\$2,400.00
Principal Planner: planning, trip counts, evaluation	200 hours @ \$22.00 per hour	\$4,400.00
Outreach coordinator: staff lead in collaboration with Tacoma program coordinator. Oversees hiring, curriculum, materials.	400 hours @ \$18.00 per hour	\$7,200.00
Ambassadors	4 ambassadors x 15 hours per week, 44 weeks, \$15 per hour	\$39,600.00
Benefits and taxes, general staff	21% benefit rate	\$14,973.00
Benefits and taxes, Ambassadors	21% benefit rate	\$3,960.00
<b>Subtotal Staffing</b>		<b>\$129,833.00</b>
<b>Material and program cost</b>		
Printing materials: Printing cost		
	Postcards 76,000	\$7,000.00
	WA Laws brochure	\$1,063.00
	Go by Bike brochure	\$1,500.00
	Calendar of Events 7,600	\$7,000.00
	Doorhangers	\$3,000.00
	Envelopes 7,600	\$2,000.00
	Postage/mailing (postcards, return postage, and mailing of undelivered kits)	\$50,000.00
	Three Feet stickers	\$3,000.00
	Motorist Awareness materials	\$3,000.00
	Via Bike booklet 500	\$1,750.00
	Graphic design	\$5,000.00
Incentives for kits	Slap bracelets 7,600	\$6,000.00

<b>Item</b>	<b>Unit Cost</b>	<b>Total Cost</b>
Incentives for motorist campaign	Bells or blinky lights	\$5,000.00
Web development		\$5,000.00
Surveys and reports/trail counts (intercept surveys, food, t-shirts)		\$5,000.00
Market Research Survey	1 focus group and/ or survey	\$11,000.00
Equipment, clothes for Ambassadors	equipment trailers, banners, shirts, panniers	\$10,000.00
Food for meetings		\$2,000.00
Training of LCI instructors		\$1,600.00
Travel		\$1,000.00
<b>Subtotal Materials and Program Costs</b>		<b>\$260,746.00</b>
Computer, overhead, office setup, office expenses, telephone, xerox	10% overhead rate	\$26,075.00
<b>Subtotal Other</b>		<b>\$26,075.00</b>
<b>Grand Total</b>		<b>\$286,821.00</b>



City of Tacoma  
City Manager

July 8, 2010

Mr. Bob Drewel, Executive Director  
Puget Sound Regional Council  
1011 Western Ave, Ste 500  
Seattle, WA 98104-1035

Dear Bob:

The City of Tacoma enthusiastically supports the Cascade Bicycle Club Education Foundation's application for the Transportation Enhancements Grant to promote bicycle safety and education to Tacoma residents. We consider Cascade a valued community partner in promoting bicycling and are pleased they are extending their reach to Tacoma.

Cascade proposes to work closely with residents in Tacoma providing intensive encouragement and safety education to promote more bicycling, commuting, riding for short trips, and biking to school. Building on their successful Bike Smart Seattle social marketing program, Cascade aims to increase bicycling in urban neighborhoods and increase safety and the perception of safety for bicyclists in these neighborhoods. Cascade will engage the community in bicycle education and safety with bicycle ambassadors, social media, free classes and rides and events.

The City of Tacoma recently amended the Comprehensive Plan with the addition of the Mobility Master Plan. The new Plan adds many policies supporting and promoting bicycling and outlines the implementation of a comprehensive bicycle network. Increasing the bicycle mode share is consistent with the City of Tacoma's Climate Action Plan, Commute Trip Reduction goals, the Mobility Master Plan, as well as Active Living and Complete Streets policies. Cascade's proposal will help the city realize its goals to get more people safely out on the streets on bicycles for recreation and all other types of trips. The City of Tacoma has an untapped audience of residents interested in bicycling but uncomfortable starting out in an urban environment. The Cascade Bicycle Club's Bike Smart program will address this audience.

On behalf of the City of Tacoma, I am pleased to be involved and readily endorse this application. I look forward to continuing our strong and successful partnership with Cascade. Together, we can create a better community through bicycling.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric A. Anderson".

Eric A. Anderson  
City Manager

July 9, 2010

Bob Drewel, Executive Director  
Puget Sound Regional Council  
1011 Western Ave, Ste 500  
Seattle, WA 98104-1035

Dear,

As a member of the Tacoma Mobility Master Plan Steering Committee I am pleased to support the Cascade Bicycle Club Education Foundation's application for the Transportation Enhancements Grant. Just two weeks ago and by a unanimous vote, the Tacoma City Council approved our proposed Plan for incorporation in the City's Comprehensive Plan. Throughout our 15 month long development phase, Cascade personnel provided incomparable guidance, but now the heavy-lifting begins. Transforming Tacoma into a cycling-friendly community, in my humble opinion, will occur much faster if Cascade assists us in

- Developing innovative ways to get more people bicycling more often
- Building a community of future bicyclists through school and community education programs
- Educating business leaders and local government around bicycling issues
- Promoting bicycle commuting, riding for short trips, and biking to school

Building on their successful Bike Smart Seattle social marketing program, Cascade aims to increase bicycling in Tacoma's urban neighborhoods and increase safety and the perception of safety for bicyclists in these neighborhoods. Cascade will engage the community in bicycle education and safety with bicycle ambassadors, social media, free classes and rides, and events.

A long-time commute cyclist and activist for increased cycling infrastructure in Tacoma, I enthusiastically endorse this application and look forward to a strong and successful presence of Cascade programs, enabling better community through bicycling.

Thank you for your consideration.

Best,

Ken Peachey  
Tacoma Mobility Master Plan Steering Committee Member  
1830 North Skyline Drive  
Tacoma, WA 98406  
253-389-8765  
ken.peachey@gmail.com



[www.tpchd.org](http://www.tpchd.org)

*Governed by a local Board of Health*

July 8, 2010

Bob Drewel, Executive Director  
Puget Sound Regional Council  
1011 Western Ave, Ste 500  
Seattle, WA 98104-1035

Dear Mr. Drewel,

The Tacoma-Pierce County Health Department is pleased to support the Cascade Bicycle Club Education Foundation's application for a Transportation Enhancements Grant. The project they are proposing supports our goals of promoting non-motorized transportation.

Encouraging safe bicycling has multiple potential benefits, including increasing physical activity and improving air quality. Our Board of Health supports efforts that encourage physical activity to reduce obesity:

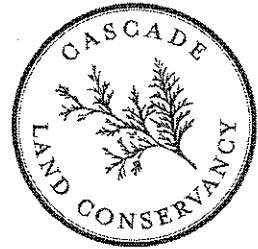
- Resolution 2005-3698, "Declaring Obesity to be a Serious Threat to the Health and Well-Being of Pierce County Citizens," calls for prioritizing capital improvement projects to increase opportunities for physical activity in existing areas; revising comprehensive plans, zoning and subdivision ordinances and other planning practices to increase availability of opportunities for physical activity in new developments.
- Resolution 2008-5072, "Complete Streets," supports approaches to make Pierce County more user friendly for walkers, bikers and wheel chair and stroller users.

Cascade Bicycle Club, City of Tacoma and Health Department staff worked together to develop and support a non-motorized transportation plan. We look forward to supporting this and other efforts that encourage physically activity and improve air quality.

Sincerely,

A handwritten signature in black ink, appearing to read "Frank DiBiase", with a long horizontal line extending to the right.

Frank DiBiase  
Assistant Division Director  
Environmental Health Division



July 9, 2010

Bob Drewel, Executive Director  
Puget Sound Regional Council  
1011 Western Ave, Ste 500  
Seattle, WA 98104-1035

Dear Mr. Drewel,

The Cascade Land Conservancy (CLC) is pleased to support the Cascade Bicycle Club Education Foundation's application for a Transportation Enhancements Grant. Cascade Bicycle Club is a valued partner in promoting healthy, livable communities, where residents can bicycle or walk safely to their daily destinations. With issues such as childhood obesity facing our communities, increasing congestion on our roadways due to sprawling development patterns and the need to achieve state climate goals, it is more important than ever that we work to encourage bicycling as a key transportation strategy.

Cascade Bicycle Club has the ability to work closely with neighborhood residents and businesses in Tacoma, providing effective encouragement and safety education that leads to more people commuting by bike, riding a bike for short errands and cycling to school. Building on their successful Bike Smart Seattle social marketing program, Cascade aims to increase bicycling in Tacoma's urban neighborhoods and increase safety and the perception of safety for bicyclists in these neighborhoods. Cascade will engage the community in bicycle education and safety with bicycle ambassadors, social media, free classes and rides, and events to accomplish these objectives.

On behalf of Cascade Land Conservancy, I am pleased to be involved and enthusiastically endorse this application. I look forward to continuing our strong and successful partnership with Cascade in Tacoma. Together, we can create livable, healthy communities for all residents.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Aken".

Jeff Aken  
Project Manager,  
Cascade Land Conservancy