**2010 Morgantown Effective Bicycling Education Program Grant Application**

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# Executive Summary

This project is a follow-on to the 2-year Morgantown Effective Bicycling Education Program initiated October 2009. Both that project and this follow-on fulfill the requirements for Transportation Enhancement Program Activity 2: safety and education activities for pedestrians and bicyclists.

The attached report, *Morgantown’s Effective Bicycling Education Program Accomplishments* reviews Morgantown’s bicycling education accomplishments from October 2009 through September 2010. During that year, Morgantown developed several education products that will be rolled out in 2011. In the follow-on project, we plan to expand the roll out of these products and to penetrate additional target audiences such as middle school students.

Recent prosperity and growth in the Morgantown planning district have resulted in disproportionate auto traffic growth to the point of gridlock during a significant portion of the day. Transportation cycling (shopping, commuting, fitness and errands) offers the potential to bring auto traffic down to levels the existing infrastructure can accommodate. However novice cyclists who wish to use public roads are ill equipped to safely share the road with drivers, who are also unaware of the safety and courtesy practices for sharing the road with cyclists. Changes to our transportation infrastructure as well as in our societal behaviors are not making cycling safer and more appealing. The need to educate cyclists to operate their bicycles as vehicles and to educate motorists to treat cyclists as drivers has never been greater.

The purpose of this proposal is to deliver an education program that will inspire (current and potential) Morgantown cyclists to take to the road to do their part for the community, conservation and the environment with the skills and knowledge to return home safely after every trip. The City of Morgantown is requesting funds to support widespread delivery of the League of American Bicyclists’ SmartCycling program with the intended purpose of changing the behavior and attitudes of both cyclists and motorists who share public roads so everyone can get where they need to go safely, efficiently and enjoyably.

# Background/Need

## Reliance on Motorized Transportation

Monongalia County and Morgantown have been experiencing unprecedented prosperity. Population has been increasing at approximately 1% per year and is expected to continue indefinitely. Consequently, traffic congestion and gridlock, which accompany economic and population growth, are now working against that prosperity. One-way commutes to work by car can take more than 45 minutes for people who live less than 10 miles from their place of work. A survey of employers by Patrick Kirby (2005)[[1]](#footnote-1), a consultant to the Morgantown MPO, indicated that 80% of employers consider traffic congestion for employees commuting to work to be a significant problem. Kirby reported: “Employers recognize traffic as an issue that impacts employee performance and reliability.” (Kirby, 2005, p 6)

Motorized transportation is also detracting from quality of life in the region in other ways.  It is estimated that over 35% of fine particulate matter (PM) is generated by motorized transportation in Morgantown.  Monongalia County is now effectively at the upper limit of PM 2.5 emissions, i.e. 15 micrograms per cubic meter.  Increases in these emissions will put Monongalia County into the "non-attainment" status. Poor air quality contributes to lung dysfunction and respiratory disease among residents, and is impeding further economic growth. Current pollution levels leave no margin for future business growth and threaten mushrooming health care costs for the general population. New businesses with a PM 2.5 emissions component are receiving heavy scrutiny prior to receiving approval to operate in Monongalia County.

More roads alone are not the solution to the complex transportation problems faced by Monongalia County. Yes, strategic new roads and road improvements are part of the solution, but they will not suffice. Unrestrained road expansion will induce continued use of motor vehicles that will further encroach on the non-motorized community and aggravate air quality, pedestrian safety and quality of life problems that are already at unsustainable levels. Conversely, improvements to non-automotive transportation will induce more citizens to use those modes.

## 1997 WV DOT Statewide Plan

Encouraging non-motorized transportation is one way to relieve traffic congestion. The 1997 WVDOT, Statewide Plan[[2]](#footnote-2) for Accommodation of Transportation and Pedestrian Walkways[[3]](#footnote-3) set the goals of doubling the percentage of trips taken by bicycling and walking for all transportation purposes as well as reducing the number of injuries and fatalities by 10%. These goals are now more relevant and urgent than ever.

## Greater Morgantown MPO Plan

The Greater Morgantown MPO 2030 Transportation Plan (2007)[[4]](#footnote-4) included two goals promoting non-motorized transportation generally and bicycling specifically. Goal 1 is to “Develop an interconnected, intermodal transportation network that provides reliability, equity, efficiency, choice, safety, and opportunity for all potential users.” Of the 11 Objectives identified for this goal, 5 support bicycling as a means of transportation:

1. Focus transportation system improvements on reducing weekday peak hour delay.

2. Create a transportation system that supports a range of travel modes (auto, bicycle, walk, transit) and alternate route choices between key origins and destinations.

6. Establish a regional/local goal for the reduction in crashes and investigate programs for addressing design/program changes needed to meet the identified goal.

8. Include facilities for alternate modes (bicycle, pedestrian, transit) into roadway projects unless constraints exist that make providing the facilities unreasonable and the constraints can be documented.

11. Promote expansion of mass transit, biking, and pedestrian mobility and integrate these modes to serve citizen transportation needs most effectively within existing constraints of geography, architecture and budgeting.

Goal 3 moves beyond transportation and addresses the collateral impact of the transportation system. Specifically, Goal 3 states: Provide a transportation system that supports regional economic development and that balances transportation service with potential impacts to the surrounding physical and social environment. Objective 1 relates to bicycling:

1. Develop a transportation system that addresses the current unacceptable congestion into and through downtown and provides the level of access required.

## Bicycling as an Alternative Solution

Commuting even short distances adds to traffic congestion. According to the 2005 Kirby Survey contracted by the MPO, 36% of commutes in the Morgantown area are less than 5 miles, and 31% are 5-10 miles (p. 8). For the WVU Health Sciences Center and Ruby Hospital, approximately 20% of employees live within one mile of their workplace. Commuting up to 10 miles by bicycle would require less than 45 minutes for a normal healthy person, well within the acceptable limits for one-way bicycle commuting. Many people report taking this amount of time or longer to commute to work by automobile at present. When surveyed, 14% and 16% of all Morgantown and WVU employee respondents, respectively, reported a willingness to commute to work by bicycle one day per week. (Kirby, 2005). This small step would help diminish traffic congestion.

Depending on business location, it is estimated that each employee’s parking space requires an investment of approximately $80,000 by the employer, considering land costs and construction costs. Maintenance further adds to these costs. Little investment by employers would be required as an incentive to promote biking to work. According to Kirby (2005, p. 8), “Providing alternatives to driving a short distance to work, such as improving pedestrian and bicycle access, would provide relief to the parking space demand in Morgantown. …Transportation alternatives could alleviate not only traffic congestion but business and employee expenditures on parking.” Consultant Kirby (2005, p. 8) concluded that transit improvements including bicycling and pedestrian access resulting in fewer vehicles being used for short trips would significantly reduce traffic on local roads.

## Obesity and Inactivity-Related Health Problems

Although the WV DOH particularly focuses on traffic issues, the City of Morgantown would like to address the public health implications of transportation and commuting. Nationwide, compared to other states, West Virginia ranks third in obesity, second in diabetes, and first in heart attack and stroke (WV DHHR, BRFSS, 2007)[[5]](#footnote-5). As a composite, West Virginia ranks as the absolute worst state for unhealthy lifestyles and poor health. The good news is that small changes in behavior can have a huge impact on overall health. Simply bicycling for 15 minutes per day will result in five pounds of body fat being consumed for a 155-lb adult in one year. Heavier persons will consume more fat. Changes in the perceived safety and social acceptance of bicycling can lead to more physical activity and positively impact our overall wellness. Modest changes in behavior can lift West Virginia significantly in health and wellness. Education in effective cycling will remove a psychological and substantial barrier to transportation cycling.

## Previous Work by Applicants

This application is a natural development by members of the Morgantown Municipal Bicycle Board and the Morgantown Traffic Commission. Members from both groups serve on the Citizens Advisory Group and the Technical Committee of the Greater Morgantown MPO. In fact, this participation in the MPO process helped produce the Morgantown Municipal Bicycle Board. Much time was spent grappling with solutions to the traffic congestion problems that confront not only this region but most metropolitan areas in the rest of the nation. Building more roads alone does not solve the problems, and can even exacerbate traffic congestion problems. Atlanta; Washington, DC; and Los Angeles are stellar examples that more roads alone do not solve these critical societal transportation problems. In Seattle, WA the new I-90 bridge across Lake Washington that was designed to meet predicted capacity for 20 years was unexpectedly filled in only 6 years because planners didn’t account for induced traffic (induced traffic is traffic that diverts from adjacent routes that are over capacity).

The Morgantown City Council worked with several members of the MPO committees to establish a Bicycle Board in the summer of 2006, as an advisory committee to the Morgantown Traffic Commission. Since that time, the 17-member Bicycle Board has met at least monthly, with numerous additional task force committee meetings to address separate issues. The Traffic Commission has exhibited respect for the input of the Bicycle Board, and has solicited their input as related issues have arisen in the community.

The vision statement of the Bicycle Board is: ***All Morgantown residents can enjoy bicycling safely and fearlessly anywhere, anytime, for any reason.***This vision has guided efforts and permeated all deliberations of the Bicycle Board.

Of the Bicycle Board’s members 75% have completed the League of American Bicyclists’ (LAB) Traffic Skills 101 skill development and safety course. Four members, including the Board Chair completed LAB instructor certification.

The chair of the Morgantown Traffic Commission is Dr. Ron Eck. Dr. Eck teaches civil engineering and transportation-related courses at WVU. He teaches one course focusing on non-motorized transportation (walking and biking) and frequently serves as an expert witness in court cases involving collisions.

Another member of the Bicycle Board, Dr. Bill Reger-Nash, helped develop one of the most successful social marketing campaigns in the US for the promotion of physical activity. (Roux, L. and Pratt, M., *Is Physical Activity Promotion Cost effective?* *International Congress on Physical Activity and Public Health*. 2006: Atlanta, GA) His social marketing work in Wheeling, WV, and north-central WV serves as the template for the outreach efforts later described in this application. Most recently, Dr. Reger-Nash reached 78% of residents of north-central WV and effected behavior change among 12% of all targeted community members. We anticipate that this application can reach as many members of Monongalia County using social marketing.

The City of Morgantown submitted an intent-to-apply form for the present Effective Bicycling Education Program in November 2007. The City submitted the grant proposal in January 2008. In October 2008, Governor Manchin presented the City with a certificate of award in October 2008. The City received notification to proceed in October 2009. As described in that attached Morgantown Effective Bicycling Program Accomplishments report, from October 2009 through September 2010, Morgantown has:

* Increased our number of LAB Certified Instructors from 2 to 5;
* Delivered 5 instances of the LAB course Traffic Skills 101 to 32 participants;
* Developed and delivered to one of Monongalia County’s 3 driver education instructors a course entitled *Share the Road* that is intended for driver education instructors to deliver to their students;
* Developed 7 educational TV spots and aired them on local networks;
* Wrote and published in the local newspaper 7 bicycling education articles;
* Created a website, BikeMorgantown.com that provides education information including course calendar and registration information;
* Created and displayed a bicycling education electronic billboard;
* Displayed TV spots on WVU Personal Rapid Transit stations and WVU information kiosks throughout the campus;
* Created and distributed Share the Road bumper stickers;
* Developed and delivered a bicycling education “community page” for publication in the Mountaineer Yellow Pages.

## Accidents Involving Bicycles and Automobiles.

In Copenhagen, Denmark, where bicycle commuting is widespread, only 55% of people surveyed perceived that cycling in mixed traffic was safe. Although the actual accident and death rates are quite small even in the US, the risk is not insignificant and the perception of cycling as unsafe is substantially higher. In accordance with the Morgantown MPO 2030 Plan and State DOT Plan in mind, the Morgantown Bicycle Board proposes to design and implement a public education campaign for effective bicycling. Although bicycling is clean, energy efficient, and reduces traffic congestion by taking up less space on the roadway, the general public perceives bicycling as unsafe, obstructive and impractical for commuting. An extensive educational program can dispel these myths and deliver bicyclists that are better-informed roadway users, resulting in a worthwhile and unmitigated shift of the transportation burden from motor vehicles to bicycles.

A concerted social marketing program will be required to meet the following guidelines of WV DOT: “Identification of activities required to meet the vision and goals developed … could include: Specification of education, encouragement, and law enforcement components to support facility development.” (WV DOT Appendix D, 1997, p. 31). Social marketing involves a multilayered approach to societal change.

Social marketing has four components: Product, Price, Place, and Promotion. Included in our application is the Product, or LAB Road One safe cycling courses. Price is the bundle of benefits offered. Price answers the questions: What is in it for me? What is the cost to me? The subsidized Road One Course has consistently been shown to make people feel and act more skillful (and therefore more safely) in mixed-road use. Place answers the distribution network question for the courses: How do we deliver the product to the consumers in a cost effective manner? Promotions are television, radio, and print mass media advertisements to alert all Monongalia County residents of the skill-development solutions offered by the Road One courses.

## Bicycle Friendly Community

Morgantown strives to become a bicycle friendly community. We have a goal that by 2020, 10% of all trips through the City will be made by bicycle.

The League of American Bicyclists gives bicycle friendly community awards to communities that satisfy criteria in the areas of Education, Engineering, Enforcement, Encouragement, Evaluation and Equity. In 2007, Morgantown applied to the LAB for the Bicycle Friendly Community award. We didn’t get an award but we received valuable feedback. By 2010, we have implemented most of the LAB’s recommendations.

This proposal supports Morgantown’s efforts to become a bicycle friendly community in the area of Education. The proposed Education work is complementary to Morgantown’s activities in the other areas. Some examples: In the area of Encouragement, Morgantown has established bicycle parking downtown. In the area of Engineering, Morgantown, in collaboration with the WVDOH is replacing in-line drainage grates that trap bicycle wheels and cause crashes. Also, in collaboration with the WVDOH and WVU, Morgantown is proceeding with plans to install a bicycle climbing lane on Monongahela Boulevard as well as strategically located Share the Road signs around town.

# Anticipated Results

The Morgantown Municipal Bicycle Board sees a future when bicyclists travel safely anywhere in the city, consistent with the Board’s vision statement: ***All Morgantown residents can enjoy bicycling safely and fearlessly anywhere, anytime, for any reason.*** We foresee an increase in both the number of bicyclists and their safety level because bicyclists and motorists will understand how to interact safely and effectively in mixed traffic. Our focus on promoting bicycling education in the middle schools will provide future roadway users with the knowledge and skills to employ bicycling as a practical means of transportation or at least when they are driving motor vehicles, to treat bicyclists as valid users of the roads. Our paid mass media educational efforts and our public outreach will focus on both motorists and bicyclists. Motorists will have an increased awareness of the presence of bicyclists and how to share the road safely. We see streets with less traffic congestion. We see cleaner air and a healthier population. Finally we anticipate a better quality of life for citizens with lower health costs and better productivity for employers.

# Methodology

## Education Program Compared to Construction Projects

Typical TEP grants involve construction with the end product being roads, bridges, trails, etc. In construction projects, materials and supplies account for much of the costs to produce end products but they could not be produced without labor.

Education is labor intensive and involves minimal materials and supplies. The City of Morgantown recognizes that the Transportation Enhancement Program grants shall not be used to create jobs. This proposed Education program is not to create jobs. The goal of the proposed Education program is to shift the Greater Morgantown transportation burden from motor vehicles toward bicycling. If bicyclists learn to drive their bicycles as vehicles, capital expenditures to accommodate bicyclists can be minimized. In fact, some planned expenditures for highway and roadway improvements could conceivably be eliminated.

## Education Program

The City of Morgantown proposes to implement a bicycling education project based on the League of American Bicyclists’ (LAB) SmartCycling[[6]](#footnote-6) program. The LAB SmartCycling program originated in 1976 when the LAB adopted the Effective Cycling education program that John Forester[[7]](#footnote-7) developed. The League continues to develop the SmartCycling program. Today the hub of the program is the Traffic Skills 101 course.

The fundamental principal of Effective Cycling is that *Cyclists fare best when they act and are treated as drivers of vehicles*. This principal is supported by WV code which states, “Every person riding a bicycle upon a roadway shall be granted all of the rights and shall be subject to all of the duties applicable to the driver of a vehicle”. For bicyclists to act as drivers of vehicles they must have the knowledge and physical skills to operate their bicycles as drivers of vehicles and they must know and practice the laws and principles that apply to drivers of vehicles. The Traffic Skills 101 course provides that knowledge and those skills.

## Foundation: Traffic Skills 101 course

In the 9-hour Traffic Skills 101 course, participants learn to drive their bicycles as vehicles. The course includes a textbook, classroom training, drills in a parking lot and practice on the Traffic Skills 101n typical traffic situations. Participants must pass both written and practical tests to receive a certificate of completion.

### Course Content

Traffic Skills 101 topics include:

* Bicycle selection and fit
* Mechanical operation and maintenance including lights, proper tire inflation, fixing a flat, brake adjustment and drive train operation and maintenance
* Protective clothing including helmet fit, eye protection, footwear, gloves and appropriate clothing for all weather conditions
* Bicycle handling including starting, stopping, turning, yielding, merging (scanning, signaling, negotiating) and hazard avoidance
* Safe cycling objectives: visible, predictable, alert, assertive, courteous
* Law: WV code 17C and driving in conformance with the law
* Traffic skills including proper lane selection, lane positioning, lane changing and lane position changing, and applying scanning, signaling, negotiating and yielding bicycle handling skills for various destination, speed, traffic volume, terrain and roadway configuration situations.
* Crash statistics, crash causes and avoidance strategies
* Riding in groups
* Nutrition and physical training.

Other SmartCycling courses based on the Traffic Skills 101 course include Kids I, Kids II, Safe Routes to School, Bicycle Commuting, Traffic Skills 101I, and Motorist Education.

In Kids I, parents learn to choose a bicycle for their children, fit a helmet and teach their child to ride the bicycle.

In Kids II, middle school aged children learn traffic rules and skills to ride safely on neighborhood streets.

In Safe Routes to Schools, middle-school-aged children learn and practice skills to walk and bicycle safely to school. Adults can acquire the teaching materials and skills to train students.

In Bicycle Commuting, adults learn how to use their bicycle safely and conveniently for traveling to and from work and for running errands.

Traffic Skills 101I builds on the mechanical skills developed in Traffic Skills 101 and enables participants to perform all forms of maintenance and emergency repairs.

In Motorist Education, motorists gain the cyclist’s perspective and learn how to interact with bicycles to optimize the safety and the flow of traffic.

## Education Targets

The proposed education program will target 3 groups:

1. Government

2. Schools

3. General public.

Members of the government and school groups are the priority targets for initial course deliveries because the City anticipates that they will pass on the knowledge and skills and thus leverage the investment in this project.

### Government Target

The government group includes:

* Bicycle Board members
* Traffic Commission members
* MPO members
* WV DOT engineer(s)
* Police
* Mayor and City Council members
* Planning Commission members
* Board of Parks and Recreation Commissioners staff

### Schools Target

The schools group includes:

* WVU
  + Clubs including Student Sierra Club and Outdoor Recreation Center
  + Students
  + Faculty
  + Staff
* K-12
  + Clubs including Boy Scouts, Girl Scouts, after-school programs and 4-H
  + Teachers including Physical Education and Driver Education
  + Commercial Driver Education instructors
  + Parents of young children
  + Beginner Cyclists (5-8)
  + Young Cyclist (9-12)
  + Teenage Cyclists (13+)
  + Adult Cyclists
  + Senior Cyclists

### General Public Target

The general public group includes:

* Cyclists who don’t currently ride for transportation (Recreational, fitness and touring clubs)
* Non-cyclists who want to become transportation cyclists (Neighborhood associations, civic groups)

## Certified Instructors

The City of Morgantown currently has 5 certified League Cycling Instructors. They constitute the core bicycling education capability in the City and guide this grant’s work and deliver training.

## Outreach

A broader goal of the Morgantown Effective Cycling Education project is to raise public awareness of the benefits and feasibility of bicycling as a means of transportation as well as a solution to Morgantown traffic congestion problems, an improvement of Morgantown’s public health and its aesthetic landscape. As described in the Morgantown’s Effective Bicycling Education Program Accomplishments report, the City promoted and conducted the Effective Cycling education through newspaper ads, newspaper articles, TV spots, bumper stickers and a web site, BikeMorgantown.com.

## Project Team

Figure 1 provides a proposed organization chart for the proposed work.

Figure : Organization Chart

The Morgantown City Manager is accountable to the West Virginia Division of Highways for all aspects of the proposed project.

The Chairman of the Morgantown Municipal Bicycle Board is responsible for managing the project.

The Bicycle Board Education Committee guides its chairman and directly plans, organizes and implements much of the work in this proposal.

Positive Spin, a 501c3 corporation will lead the effort to establish bicycling education in Morgantown middle schools.

Vendors including graphic designers, printers, outdoor advertising companies, telecommunications companies, newspaper publishers and the League of American Bicyclists will be selected as appropriate to provide or deliver materials and to disseminate materials and education work products.

## Project Plan

The City of Morgantown proposes to perform the following tasks:

1. Continue delivering Monday night and monthly full-weekend Confident City Cycling Traffic Skills 101 classes.
2. Add a monthly Confident City Cycling Commuter class for general public in addition to regular monthly full-weekend Traffic Skills 101 classes and regular Monday-night bite-size Traffic Skills 101 classes. Promote and deliver Commuter course at workplaces such as WVU, Mylan, NIOSH and DOE to increase convenience to employees and to increase participation.
3. Continue to support High School Drivers Education teachers in delivering the Share the Road training that the Bicycle Board developed for them and delivered to them in 2010.
4. Profile and stratify the market for bicycling education. Survey segments to identify specific needs. Tailor program for high leverage target segments.
5. Develop and deliver short bicycling education presentations to local Parent-Teacher Associations to remove barriers to children bicycling to school.
6. Establish regular bicycling education in middle schools in conjunction with Positive Spin and the Board of Parks and Recreation Commissioners (BOPARC) in the daytime and after school during the school year and in the summers.
7. Conduct lunch & learn sessions at local major employer workplaces such as WVU, Mylan, NIOSH and DOE. Consult with local employers to develop bicycle friendly workplaces and to apply for the LAB Bicycle Friendly Workplace award.
8. Develop and deliver 2-hour discussions for civic groups such as Lions and Rotary.
9. Broadcast TV PSAs on other networks in addition to Comcast.
10. Develop and broadcast TV spots with rider testimonials on how confident city cycling has changed their riding,
11. Display 7 educational messages on six billboards.
12. Enhance use of social media for bicycling education and bicycling education promotion.
13. Develop and deliver National Bike Month/Week/Day program.
14. Measure, analyze and report program effectiveness.

The period of performance for these tasks is nominally one year. The City recognizes that funding for these proposed tasks may not be available until October 2012. Funds for the on-going program will probably be exhausted by October 2011. The City will seek additional funds to continue the program from October 2011 through October 2012.

## Cost Estimate

Table 1 provides a cost estimate for each of these tasks in the Morgantown Effective Cycling Education project.

Table : Cost Estimate

|  |  |  |  |
| --- | --- | --- | --- |
| Morgantown Effective Bicycling Education Program | | | |
|  |  |  |  |
| Budget: | $131,430 | Total cost |  |
|  | $2,625 | Income |  |
|  | $128,805 | Net cost less income | |
|  |  |  |  |
|  | $4,275 | WVU cost share in paid tuition and fees for course participants | |
|  | $19,775 | In-kind cost share | |
|  | $5,000 | City cost share | |
|  | $99,755 | Net cost to WVDOH | |
|  |  |  |  |
| 1.     Continue delivering Monday night and monthly full-weekend Confident City Cycling Traffic Skills 101 classes. | | | |
| $5,025 |  |  |  |
|  |  |  |  |
| 2.     Add a monthly Confident City Cycling Commuter class for general public in addition to regular monthly full-weekend Traffic Skills 101 classes and regular Monday-night bite-size Traffic Skills 101 classes. Promote and deliver Commuter course at workplaces to increase convenience to employees and to increase participation. | | | |
| $780 |  |  |  |
|  |  |  |  |
| 3.     Continue to support High School Drivers Education teachers in delivering the Share the Road training that the Bicycle Board developed for them and delivered to them in 2010. | | | |
| $1,200 |  |  |  |
|  |  |  |  |
| 4.     Profile and stratify the market for bicycling education. Survey segments to identify specific needs. Tailor program for high leverage target segments. | | | |
| $7,340 |  |  |  |
|  |  |  |  |
| 5.     Develop and deliver short bicycling education presentations to local Parent-Teacher Associations to remove barriers to children bicycling to school. | | | |
| $950 |  |  |  |
|  |  |  |  |
| 6.     Establish regular bicycling education in middle schools in conjunction with Positive Spin and the Board of Parks and Recreation Commissioners (BOPARC) in the daytime and after school during the school year and in the summers. | | | |
| $21,000 |  |  |  |
|  |  |  |  |
| 7.     Conduct lunch & learn sessions at local major employer workplaces. Consult with local employers to develop bicycle friendly workplaces and to apply for the LAB Bicycle Friendly Workplace award. | | | |
| $2,900 |  |  |  |
|  |  |  |  |
| 8.     Develop and deliver 2-hour discussions for civic groups such as Lions and Rotary. | | | |
| $950 |  |  |  |
|  |  |  |  |
| 9.     Broadcast TV PSAs on other networks in addition to Comcast. | | | |
| $21,160 |  |  |  |
|  |  |  |  |
| 10. Develop and broadcast TV spots with rider testimonials on how confident city cycling has changed their riding, | | | |
| $10,500 |  |  |  |
|  |  |  |  |
| 11. Display 7 educational messages on six billboards. | | | |
| $32,000 |  |  |  |
|  |  |  |  |
| 12. Enhance use of social media for bicycling education and bicycling education promotion. | | | |
| $7,000 |  |  |  |
|  |  |  |  |
| 13. Develop and deliver National Bike Month/Week/Day program. | | | |
| $3,000 |  |  |  |
|  |  |  |  |
| 14. Measure, analyze and report program effectiveness. | | | |
| $15,000 |  |  |  |

1. Patrick Kirby, "Commuter Survey of Morgantown and Monongalia County Employees and Employers: Final Report," prepared for the Morgantown/Monongalia County Metropolitan Planning Organization, March 2005. 18 p. + appendix. [↑](#footnote-ref-1)
2. West Virginia Department of Transportation, Division of Highways, "Statewide Plan for Accommodation of Bicycle Transportation and Pedestrian Walkways," 1997, 56 p. [↑](#footnote-ref-2)
3. Plan for Accommodation of Transportation and Pedestrian Walkways, WV DOT, 1997 [↑](#footnote-ref-3)
4. http://www.plantogether.org/plan.html [↑](#footnote-ref-4)
5. West Virginia Department of Health and Human Resources Bureau of Public Health, 2004-2005 West Virginia Behavioral Risk Factor Risk Factor Survey Report, May 2007, https://www.wvdhhr.org/bph/oehp/hsc/pubs/BRFSS2004and2005/default.htm [↑](#footnote-ref-5)
6. http://www.bikeleague.org/programs/education/ [↑](#footnote-ref-6)
7. Forester, John; *Effective Cycling*, MIT Press, 2001 [↑](#footnote-ref-7)