

Paula Nye Memorial Bicyclist and Pedestrian Education Grant

University of Louisville Earn-A-Bike Education Program



Louisville Metro Government

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Louisville Metro Bike/Pedestrian Program Description:

Louisville Metro Government continues to provide Bicycle & Pedestrian efforts in *non-infrastructure* categories of program implementation. The Louisville Bicycle & Pedestrian Program is broken down into “Five E’s,” and “Three P’s” respectively. Both models are nationally recognized models for structuring such programs. The Five E’s are (presented by the League of American Bicyclists Louisville’s Bike Master Plan):

- 🚲 **Encouragement**
- 🚲 **Education**
- 🚲 **Engineering**
- 🚲 **Enforcement**
- 🚲 **Evaluation**

The Three P’s are (in order presented in the several planning documents such as Seattle’s 2010 Pedestrian Master Plan):

- 🚶 **Projects**
- 🚶 **Policy’s**
- 🚶 **Programs**

- ***Purpose:***

The purpose of this project is to implement and maintain the vital Bicycle & Pedestrian programs and projects which fall under the scope of the Four E’s and Two P’s described above. While capital improvement projects are essential in developing a safe and popular Bicycle & Pedestrian network, the non-infrastructure elements are equally (if not more) important.

For instance, they are the elements which reach out to **educate** the vast population of *non-bicyclists*: the motoring public. When new bicycle and pedestrian facilities are built, the public at large must be educated about how to drive alongside them in order to ensure the safety of *all* road users as well as the efficient operation of the network. This is but one example of countless ways in which these non-infrastructure programs are vital to our efforts to create a bicycle-friendly and walkable Louisville.

- ***Scope:***

As mentioned, this application is for funding of programs in our non-infrastructure project categories. Although the scope of activities included in these Four E’s and Two P’s are extremely broad, a tremendous impact can be made with the relatively small amount of funding requested. In looking over the following (non-exhaustive) project scope for these Four E’s and Two P’s, bear in mind that many projects cross boundaries and serve multiple purposes at once. To give one of numerous examples, programs that **enforce** bicycling and walking very often serve to **educate** the public about issues as well.



Earn-A-Bike Education Program Description:

Lead: University of Louisville

Partnering Organization: Louisville Metro Public Works and Assets

Estimated number of people reached: 400

Desired Funding: \$2,500

- ***Earn-A-Bike Education Program Background:***

Requested funding would allow for a series of educational classes to be offered as part of a larger program – the University of Louisville’s award-winning Earn-A-Bike program (<http://louisville.edu/sustainability/operations/earn-a-bike-program.html>). Through this annual program, 400 UofL students, faculty, and staff receive a \$400 voucher to be redeemed at a local bike shop for the purchase of a new bike or any bicycling-related products or services. In exchange, participants relinquish their rights to a UofL parking permit for at least two years. In order to receive the voucher, participants must attend a 50-minute class on bicycle safety and bicycling for transportation. The class covers rules of the road, common traffic mistakes, safer route finding, how to lock up in a high-theft university environment, how to talk to bike shop workers, cargo carrying, safe winter and night riding, basic bike maintenance, and more.

The first classes were taught in the fall of 2012, 2013, 2014 and 2015 in 10 sessions of about 40 people each.

- ***Earn-A-Bike Education Program 2016 Scope:***

Requested funding would pay for the series of classes to be taught in 2016. Classes will be taught at the University of Louisville in 10 sessions of about 40 people each during late-August/early-September 2016. The University of Louisville will provide matching funds and in-kind services with a total budget for the Earn-A-Bike program at \$160,000 for bike shop vouchers and in-kind services to include program administration, coordination, and the provision of facilities for teaching.

Earn-A-Bike Education Program Evaluation Plan

Every class will involve a pre- and post-test to check for learning. All participants will be required to take a short quiz about bicycle safety and transportation cycling prior to the class. This quiz will be repeated immediately after the class and participants will be required to submit their quizzes prior to receiving their Earn-A-Bike vouchers.

All participants will be surveyed three months after the classes to gauge their satisfaction with the program, their experiences using the voucher, and any changes in commuting behavior.



Estimated Budget:

Project Elements	Estimated Budget
<p>➤ Instructor Pay – Setting up the 10 classes and registrations; communicating with all participants before and after classes; developing class curriculum, handouts, and slides; printing Louisville bike maps; instruction time; quiz grading; and post-survey data analysis for a total of ten classes and 400 adult students.</p>	<p>\$2,500</p>
Total Project	\$ 2,500

