



TRANSYLVANIA UNIVERSITY
FOUNDED 1780

September 29, 2015

Paula Nye Memorial Bicycle-Pedestrian Educational Grant
Kentucky Bicycle-Pedestrian Coordinator
Division of Planning
200 Mero Street
Frankfort, Kentucky 40662

Greeting Mr. Hearn and Committee Members,

My name is Sharon Brown, a professor of exercise science at Transylvania University and an active cyclist and member of the Bluegrass Cycling Club. In the recent years, I have also taught a May Term course called *It's All About the Bike: Public Health and Sustainability* which includes a 4-day, 200 mile cycling trip around central Kentucky.

Please accept the enclosed Paula Nye Memorial Education Grant proposal from Transylvania University. Transylvania has made some great strides at promoting cycling over the past 5 years and we are now looking for assistance to combine with the resources we have to take our campus program to the next level and educate more new cyclists in our community (students, faculty and staff) as we continue to promote healthy, active lifestyles.

If you have any questions at all, please contact me if you have any questions at sbrown@transy.edu or 859-233-8205 (office) or 859-296-9232 (home).

Thank you for considering our proposal and for your leadership to promote cycling in Kentucky.

Sincerely yours,

A handwritten signature in black ink that reads "Sharon C. Brown".

Sharon C. Brown, PhD.
Professor of Exercise Science
Transylvania University
300 North Broadway
Lexington, Kentucky 40514

RECEIVED

SEP 30 2015

Div. of Planning

Kentucky Bicycle and Bikeway Commission Grant Program Application Checklist

The Kentucky Bicycle and Bikeway Commission Grant Application should include the following:

- Grant Application Form**
- Organization Financial Statements (previous two years, if available)**
- Proof of Organization status (Kentucky tax-exempt certificate, or non-profit corporation certificate, organization articles of incorporation, organization by-laws, etc.)**
- A detailed, current budget of project or program for which funds or services are to be requested. This includes itemized documentation as to how the requested funds will be used. Include information on other funding sources, including other foundations applied to for funding. Include information as to how the organization or agency will measure the results of its program or project.**
- Written confirmation of donations or other funding for the remaining balance of the project, provided by the proper official and/or contributor**
- A detailed, written description and confirmation from contributors of in-kind contributions**
- Additional information about your organization include history, promotional literature.**
- A copy of the Public/Private Partnership agreement signed by both the individual and A representative of the public agency, if applicable**

**Paula Nye Memorial Bicycle-Pedestrian Educational Grant Proposal
Transy Bikes! Program, Transylvania University, Lexington, Kentucky
Submitted by: Sharon C. Brown, PhD and Sam Crankshaw**

The Kentucky Bicycle and Bikeway Commission: Grant Program Application Form

Name of Organization: Transylvania University

Address: 300 North Broadway

City: Lexington State: KY ZIP Code: 40508

Phone: (859) 233-8025 Email: sbrown@transy.edu

Contact Person: Sharon C. Brown, PhD. Title: Professor of Exercise Science

Brief description of your organization and its goals and objectives: Transy Bikes! is a student led organization which promotes biking for active transport, recreation, health and social and cultural engagement for all students, faculty and staff of the Transylvania University community.

Project for which funding is requested: Bike Safety and Education for Transylvania Students, Faculty and Staff (see proposal description below)

Amount Requested: \$9,525.00

If approved, funds are needed by what date? January 1, 2016

If approved, the check should be disbursed to: Transylvania University

Address: Attention: Marc Matthews, Vice President of Finance and Business
Transylvania University
300 North Broadway

City: Lexington

State: KY

ZIP Code: 40508

Federal ID # 61-0444825

Transy Bikes! Program Grant Proposal

Introduction: In 2009, students from Transylvania University opened the school's first bike shop and launched Transy Bikes!, a student-led organization created to promote cycling on campus. Since its inception Transy Bikes! has sponsored bike safety and bike maintenance workshops; urban and horse-farm bike rides for students, faculty, and staff; activities to celebrate National Bike Month; regular bike shops hours where Transy cyclists can go throughout the week for maintenance as well as maps and other bike-related information; and a campus bicycle loan program where members of the Transylvania community can check out bikes.

The Transy Bikes! program has been successful in fostering a cultural shift on campus resulting in an increased number of cyclists, miles ridden, and commuters. In the past 3 years, campus bikes have been checked out over 1,700 times. In fall of 2015, Transy Bikes! student leader, Sam Crankshaw, submitted Transy's first application for Transylvania to receive a ranking as a Bicycle Friendly University from The League of American Bicyclists.

Transylvania University's unique location on the north side of Lexington makes it particularly well-suited to help promote cycling. Phase III of the Legacy Trail, now in development, will run along 4th Street right through Transy's campus - providing unparalleled access to longer rides on a dedicated bike path. Transy community members can also easily bike from campus to the many new venues that are part of the civic revival taking place on Jefferson Street as well as to the vibrant downtown Lexington area.

Proposal Objectives: In this proposal, Transy Bikes! seeks support to continue its mission to educate the campus community about bike safety and biking skills to promote cycling for health, recreation, and transportation.

Our proposal has three objectives: (1) League of American Bicycling instructor certification for the bike shop staff, (2) Campus bike signage to educate and ensure safety, and (3) Curriculum infusion of bike safety and skill development which will reach every student on campus.

(1) League of American Bicycling Instructor Certification

The Transy Bikes! has a staff of 3 students (2 juniors, 1 sophomore) and 1 faculty advisor. Staff members lead the campus bike rides, provide education workshops, and answer questions about biking across campus. Under our proposal the staff and faculty member will travel to the closest location for training to become Certified League Cycling Instructors (LCI). As required, the students and faculty advisor will complete the required Traffic Skills 101 course in Lexington taught by a local LCI.

FROM THE LCI WEBSITE: League Cycling Instructors (LCIs) are certified to teach the Smart Cycling classes to children as well as adults. Their goal is to help people feel more secure about getting on a bike, to create a mindset that bikes are treated as a vehicle, and to ensure that people on bikes know how to ride safely and legally. LCIs are members of the League and have completed an intense 3-day seminar training. Our certified instructors are active within the bicycling community and are covered by the League's liability insurance. <http://www.bikeleague.org/content/become-instructor>

(2) Campus Bike Signage to Educate and Ensure Safety

Currently there are no signs to regulate cycling on campus. An immediate need is to for signs to educate members of the community about procedures, safety and bike routes. Our proposal would create and install 6 new permanent, weatherproof, fade-resistant signs on campus. Below are the themes for each sign:

- Bike maintenance QR codes with images such as proper helmet use, seat height adjustment, and tire pressure.
- Map and landmark QR codes for urban bike transport.
- Parking and locking bike safety instructions.
- Locations of local bike shop locations and routes from campus.
- Map of the Legacy Trail and with Transylvania's location highlighted on the map.
- Multi-modal sign for the bike shop entrance with calendar and bike loan information.

(3) Curriculum Development of Bike Safety and Skill Development

Every Transy student is required to take a general education Lifetime Fitness and Wellness course taught by faculty in the Exercise Science Program. Our proposal would purchase 11 additional Kona Dew hybrid bikes – to add to the 19 which the school currently owns and maintains (making the campus total 30, enough to support a whole class) – so that a unit where students are taught bike skills and bike safety could be added to this required course. Once this unit has been added, virtually every student graduating from Transy will have had biking instruction and supervised riding on the Legacy Trail and in the downtown urban environment (150 students take this course each semester; 300 students per year will be reached by this program). A student-faculty research project to determine the impact of biking during the Lifetime Fitness and Wellness course will increase the frequency and duration of bike rides students take during the academic year has been approved by the university's Institutional Research Board (IRB).

KONA DEW HYBRID BIKE DESCRIPTION: The Kona Dew Hybrid Bike 2015 is one of Kona's all-time best-selling models, and for good reason. Quite simply, it stands out

as one of the best price-to-value offerings in the bike world. Not only is it affordable, the Dew is alive with performance and functionality, built around a comfortable, efficient, and durable aluminum frame and outfitted with components designed not only to last but also excel through the daily grind of riding everywhere you go.
(Copied from the Kona Bikes website)

Impact: 80% of Transylvania students are Kentucky residents and represent every county in the state. Transy graduates become and serve as leaders from the state, and by teaching all students to bike safely and to enjoy cycling, not only can they lead healthy and active lifestyles, but also become advocates in their communities across Kentucky to promote cycling. We hope their enthusiasm and support for cycling in their home community (now and after graduation) will be contagious.

Budget Proposal:

- 1) League Cycling Instructor Certification (\$1,275.00)
 - Course fee for 4 (3 students, 1 faculty) X \$300/person.....1,200.00
 - The League of American Bicyclist student memberships for 3 X \$25.00.....75.00
- 2) Campus Signage (\$1,650.00)
 - Permanent, waterproof, fade resistant signs (6 X \$150.00).....900.00
 - Graphic Designer (\$75.00/hour for 10 hours).....750.00
 - *We have consulted with a local graphic designer about the cost of the signage.
- 3) Curriculum Development: Required Lifetime Fitness and Wellness course (\$6,600.00)
 - Kona Dew hybrid bikes (\$480.0 X 11).....5,280.00
 - Bike helmets (\$40.00 X 11).....440.00
 - Safe, city locks (\$80.00 X 11).....880.00

Total budget proposal: \$9,525.00

Questions from the Grant Program Application Form

How this program or project fits the purposes of the Kentucky Bicycle and Bikeway Commission Grant vision statement. The projects and programs of this proposal all center on education of bike safety and skills, and also, support and encourage an increase in physical activity and health.

Is this program or project new or a continuation of an existing one? These are both two new projects and one new program.

Who is responsible for the proposal program: Faculty member and Transy Bikes! advisor, Dr. Sharon C. Brown and Junior Sam Crankshaw, manager of Transy Bikes! and a double major in Political Science and French (who happens to be a Kentucky native from Lexington).

Is this request for a onetime project of for an ongoing program? One time projects to be completed this academic year.

Describe the system(s) to be put in place to measure the results of the program. Before and after surveys have already been made to assess the results of the student-faculty research project at the end of the academic year and total the number of times bikes have been checked out from the bike loan program. Also, there will a measure of whether or not the students who staff the Transy Bikes! program and faculty member earn their LCI certification.

Include a copy of the Public/Private Partnership agreement signed by both the individual and a representative of the public agency, if applicable. Not applicable.

Commonwealth of Kentucky
Alison Lundergan Grimes, Secretary of State

Alison Lundergan Grimes
Secretary of State
P. O. Box 718
Frankfort, KY 40602-0718
(502) 564-3490
<http://www.sos.ky.gov>

Certificate of Existence

Authentication number: 154732
Visit <https://app.sos.ky.gov/ftshow/certvalidate.aspx> to authenticate this certificate.

I, Alison Lundergan Grimes, Secretary of State of the Commonwealth of Kentucky, do hereby certify that according to the records in the Office of the Secretary of State,

TRANSYLVANIA UNIVERSITY

is a corporation duly incorporated and existing under KRS Chapter 14A and KRS Chapter 273, whose date of incorporation is December 22, 1798 and whose period of duration is perpetual.

I further certify that all fees and penalties owed to the Secretary of State have been paid; that Articles of Dissolution have not been filed; and that the most recent annual report required by KRS 14A.6-010 has been delivered to the Secretary of State.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my Official Seal at Frankfort, Kentucky, this 4th day of September, 2014, in the 223rd year of the Commonwealth.



Alison Lundergan Grimes

Alison Lundergan Grimes
Secretary of State
Commonwealth of Kentucky
154732/0052072

E-287

Transylvania University

Exemption Number
Important - Certificate not valid unless completed.

Name of Exempt Institution
PURCHASE EXEMPTION CERTIFICATE
Check Applicable Block
Blanket
Single Purchase

I hereby certify that Transylvania Univ is a Kentucky resident, nonprofit educational, charitable or religious institution, or Kentucky historical site, located at Lexington, Kentucky and that the tangible personal property, digital property or services to be purchased from Paula Nye Memorial Bicycle-Pedestrian Education Grant Division of Planning, 200 Mero Street, Frankfort, KY 40662 Name of Vendor

Address
will be used solely within the exempt function of a charitable, educational or religious institution, or historical site.
Description of property to be purchased: all commodities

In the event that the property purchased is not used for an exempt purpose, it is understood that I am required to pay the tax measured by the purchase price of the property.
Any official or employee who uses this certificate to make tax-free purchases for his own personal use or that of any other person will be subject to the penalties provided in KRS 139.990 and other applicable laws.
Under penalties of perjury, I swear or affirm that the information on this certificate is true and correct as to every material matter.

Marc Mathews
Authorized Signature

Vice President of Finance
Title
07/01/15
Date

CAUTION TO SELLER: This certificate cannot be issued or used in any way by a construction contractor to purchase property to be used in fulfilling a contract with an exempt institution. Sellers accepting certificates for such purchases will be held liable for the sales or use tax.

DEPARTMENT OF REVENUE
Frankfort, Kentucky 40620 51A126 (12-09)

Budget to Actual Multiyear-Summary by Dept and Account

				Budget 2014	Actual 2014	Variance 2014	Budget 2015	Actual 2015	Variance 2015
10	30503	Bicycle Program	44102	\$0.00	-\$347.80	\$347.80	\$0.00	-\$66.04	\$66.04
10		Bicycle Program	51597	\$0.00	\$2,390.00	(\$2,390.00)	\$0.00	\$2,604.50	(\$2,604.50)
10		Bicycle Program	52211				\$0.00	\$7.65	(\$7.65)
10		Bicycle Program	71100	\$0.00	\$5,731.45	(\$5,731.45)	\$0.00	\$2,116.74	(\$2,116.74)
10		Bicycle Program	73100	\$0.00	\$851.08	(\$851.08)	\$0.00	\$288.73	(\$288.73)
10		Bicycle Program	73200	\$0.00	\$20.00	(\$20.00)			
10		Bicycle Program	74200	\$0.00	\$878.26	(\$878.26)	\$0.00	\$694.23	(\$694.23)
10		Bicycle Program	77000	\$12,000.00	\$2,459.08	\$9,540.92	\$5,700.00	\$61.84	\$5,638.16
11		Bicycle Program	47000				\$0.00	-\$344.00	\$344.00
11		Bicycle Program	77000				\$0.00	\$344.00	(\$344.00)
				Sum	\$11,982.07	\$17.93	\$5,700.00	\$5,707.65	(\$7.65)
				Sum	\$12,000.00	\$17.93	\$5,700.00	\$5,707.65	(\$7.65)



AMERICAN BICYCLIST

URBAN REVIVAL THROUGH BIKING

How cycling and culture connect to bring cities to life p. 12

BICI CULTURA IN SANTA BARBARA

Bringing cultures together through bicycling p. 16

CULTIVATING A BIKE CULTURE

A women's bike club is changing the scene in the Big Easy p. 22



May - June 2014

WWW.BIKELEAGUE.ORG





BIKES ALIVE IN TRANSYLVANIA!

How two women made cycling part of Transy campus culture

BY MICHAEL FLUECKINGER

Lexington may be known as the Horse Capital of the World, but our scenic country roads and rolling hills also make our Kentucky city a great place for bicyclists.

With nearly 750 members, the Bluegrass Cycling Club sponsors weekly rides around the Lexington area — but that's not all. Bicycling is also alive and well at Transylvania University, nestled in the northern reaches of the city, thanks to two dynamic and energetic

women: one a student, the other her teacher and mentor.

Sharon Brown, professor of exercise science and avid road cyclist, has been promoting bicycling at Transy all of the 17 years she's taught at the progressive liberal arts college. In addition to being an active member of the Bluegrass Cycling Club, she's completed organized rides outside Kentucky — and brought that passion home to the university. She's worked hard to incorporate

cycling into the academic curriculum at Transy, including the development of a course now called "It's All About The Bike: Public Health, Sustainability and Liberation."

It started in 2002, when Brown first led a group of students on a bicycling adventure in France, including rides through classic cycling country and epic climbs like Mount Ventoux. The course involved pre-trip training, cultural study, and, of course the physiology of long



Transylvania University students, faculty and staff promote National Bike to Work Day.



It's All About the Bike course in front of the Kentucky State Capital Building in Frankfort.

distance cycling. Not surprisingly, the class was offered again in 2006 and 2010.

Last year, Brown repeated the course in the Bluegrass State, leading a four-day tour around Lexington, including stays at an organic farm and the famous Shaker Village. Combining academic study with real life cycling experience, it was the first biking experience since childhood for many of the students. And the confidence they gained, completing 50 hilly miles on a windy Kentucky day, was an education they'll take far beyond the classroom.

One of the students on that trip was Stevie Morrison, a junior art major. Morrison loves the bike, and has become not only an avid rider but also a skilled bike mechanic. And she has a strong desire to share her passion with other Transy students.

During her sophomore year, Morrison was approached by the Transy administration with a request to bring more visibility to bikes and biking to Transy students, many whom hadn't been in the saddle since their elementary and middle school days. Up for the task, Morrison created a place on campus that has become "Transy Bike Central."

With just one room in the heart of Transy's campus, Morrison created a center that has become an integral part of campus life, and has sparked a dialogue on campus about cycling. A bike repair and rental shop, it's also a hub for bike education and an opportunity for students to renew

their interest in the cycling.

With her artistic talents, Morrison has designed a welcoming array of original bike art that adorns the walls. Students can bring their bikes in for a tune-up; get advice on purchasing a bike; or brush up on bicycle safety tips and

With just one room in the heart of Transy's campus, Morrison created a center that has become an integral part of campus life, and has sparked a dialogue on campus about cycling.

skills. Bikes are loaned out to students who wish to get reacquainted with bicycling, or who just need a ride for the afternoon. International students can



Stevie Morrison in the Transy bike shop.

rent a bike for the entire academic year.

Morrison also leads bike-centered activities on campus, including creating and leading the Transy Biking Club, and Saturday morning rides to a local bagel shop. This fall, she led a group of Transy students and alumni on a 220-mile bicycle trip from Transy to the National Undergraduate Sustainability Conference in Nashville, an indicator of her multi-faceted approach to biking and the bike as an element of sustainability.

Morrison and Brown have become Transy's bike ambassadors, doing excellent work on campus to promote bicycling, bike safety, and a healthy, bike-oriented sustainable lifestyle. They recently

Morrison and Brown have become Transy's bike ambassadors, doing excellent work on campus to promote bicycling, bike safety, and a healthy, bike-oriented sustainable lifestyle.

presented their work to delegates of the Kentucky Bike and Bikeway Commission conference, extending their energy and influence to the larger Kentucky biking community.

Their efforts represent the future of biking and sustainability at the local, university and state levels. ■

THE LEAGUE OF AMERICAN BICYCLISTS

The League of American Bicyclists, founded in 1880 as the League of American Wheelmen, promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of the nation's 57 million bicyclists. With a current membership of 300,000 affiliated cyclists, including 25,000 individuals and 700 organizations, the League works to bring better bicycling to your community. Contact League officers, directors or staff at League of American Bicyclists, 1612 K Street, NW, Suite 308, Washington, DC 20006-2850, 202-822-1333; bikeleague@bikeleague.org, fax: 202-822-1334.

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AMERICAN BICYCLIST MAGAZINE

Editor: Carolyn Szczeplanski
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