

The Kentucky Bicycle and Bikeway Commission Grant Program Application Form

Name of Organization: Western Kentucky University

Address: 1906 College Heights Blvd

City: Bowling Green **State:** KY **ZIP Code:** 42101

Phone: (270) 745-2374 **E-mail:** jennifer.tougas@wku.edu

Contact Person: Jennifer Tougas **Title:** Director, Parking and Transportation Services

Brief Description of Your Organization and Its Goals and Objectives:

Parking and Transportation Services manages transportation resources for Western Kentucky University. One objective of our department is to reduce parking demand by promoting alternative transportation, such as walking, bicycling, or transit. To that end, we have provided matching funds for bikeway and Greenways projects which link campus to the Bowling Green community, have funded expansion of bike parking on campus, and have provided salary support for a mechanic in the campus Big Red Bikes bike sharing program.

Project for which funding is requested: Promotion of GIS Bicycle Route Study

Amount Requested: \$ 9,219.00 **If approved, funds are needed by what date?**
January 2015

If approved, the check should be disbursed to: WKURF, Inc.

Address: 1906 College Heights Blvd

City: Bowling Green **State:** KY **ZIP Code:** 42101

Federal ID # 61-1358086 or Social Security # _____

Attach a brief description of project. Include:

- (a) How this program or project fits the purposes of Kentucky Bicycle and Bikeway Commission Grant Program vision statement
- (b) If this is a new project or program or a continuation of an existing one
- (c) Who will be responsible for the project or program?
- (d) If the request is for a onetime project or for an ongoing program.
- (e) Describe the system(s) to be put in place to measure the results of the program.
- (f) Include a copy of the Public/Private Partnership agreement signed by both the individual and a representative of the public agency, if applicable

Project Description

WKU is entering the third phase of a project to collect GIS data from cyclists in the Bowling Green area. GIS stands for Geographic Information Systems, which includes a system of computer tools and techniques for collecting, managing, analyzing and visualizing geographic data. In this project, GPS tracking embedded in smart phones will be used to collect the routes used by the cyclists in the Bowling Green, KY area. GIS techniques will then be utilized to process, analyze and map the routes in order to study cyclist behaviors and route choices. The results will be valuable to city and state transportation planners to identify heavily used bike routes and work collaboratively to prioritize and implement projects to improve bicycle facilities on identified routes. Trip purpose data and information on cyclist behaviors and route choices will also add an additional layer of information for the transportation planners to promote the use of multiple transportation modes in the region.

The project website (<http://orgs.wku.edu/bgcycletracks/>) will be enhanced to provide information not only about the project itself and how to participate, but also to provide safety tips for cyclists, links to local, regional and national cycling organizations and resources, such as the local Greenways system. Pamphlets will be developed containing highlights of this information and referring people to the website for detailed information. These pamphlets will be distributed at public institutions and community events. In addition, a social media campaign will be developed to promote the project, bicycle safety tips, and known local and regional cycling organizations, activities and resources. These products directly support the vision of the KBBC Grant Program of educating the citizens of the Commonwealth on matters of bicycle safety. We hope to reach 2,500 people with our outreach activities and hope to recruit 100 cyclists to participate in the study.

This is Phase III of an ongoing project. Phase I of the study was a public survey to determine general bicycle ridership trends, such as demographic profiles of cyclists, preferred routes, and riding habits. A small group of riders were recruited for Phase II of the project as a “proof of concept”. Ride data were collected from a small group of riders in 2013-14 and analyzed. The results of Phase I and II are provided for your benefit.

Phase III of the project is to recruit a large group of riders to create a larger data set. The larger sample size is needed for statistical significance. Funds from the Paula Nye Grant will be used to create awareness in the Bowling Green cycling community about the project and project goals with the intention of recruiting additional participants for Phase III. Active data collection will occur between April and October of 2015. Phase III is the terminal phase of the project, so this will be a one-time request for funding in support of this project.

Dr. Jennifer I. Tougas will be responsible for the overall project administration. Dr. Jun Yan will be responsible for the GPS/GIS data analysis. Other contributing members of our committee include Dr. Gordon Baylis, VP for the Office of Research; Jeff Moore, KYTC District 3 Office; and Miranda Clements, BGWC Greenways Coordinator.

We will be able to measure community outreach efforts through (1) the number of pamphlets distributed, (2) the number of “hits” to our website, and similar metrics for our social media campaign, and (3) the number of participants in the study and resulting data set.

| WKU Paula Nye Grant Application | | | |
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| Proposed Budget | | | |
| | | | Paula Nye Grant |
| | | QTY | Amount |
| Digital Marketing | | | |
| | Social Media Campaign: April - September | 6 months | \$ 4,500.00 |
| | Daily News Web Advertisement | 6 months | \$ 440.00 |
| | Herald News Web Advertisement - Top Billboard News Page | 2 months | \$ 400.00 |
| | | | \$ 5,340.00 |
| Print Media Development | | | |
| | Design and Print 11"x17" Posters | 250 | \$ 300.00 |
| | Design and Print 8 1/2" x 11" Flyers | 500 | \$ 300.00 |
| | Design and Print 5" x 8" Post Cards | 1000 | \$ 350.00 |
| | Design and Print Sun / Wed Daily News Ad | 2 | \$ 800.00 |
| | Design and Print Living Fit Daily News Ad | 2 | \$ 540.00 |
| | Design and Print of College Heights Herald Ad | 4 | \$ 400.00 |
| | | | \$ 2,690.00 |
| Data Analysis | | | |
| | Data drop fee (\$250/data extraction) | 3 | \$ 750.00 |
| | | | \$ 750.00 |
| | SUBTOTAL | | \$ 8,780.00 |
| | Facility and Administrative Costs (5%) | | \$ 439.00 |
| | GRAND TOTAL | | \$ 9,219.00 |