

**ATTACHMENT A
PROJECT SUMMARY**

PROJECT SUMMARY

A. Program/Project Title:

South Bay Earth Day Biking Outreach Event

B. Program/Project Applicant:

(Provide the name and address of the organization)

Name of Organization: City of Chula Vista

Address: 276 Fourth Ave.

Chula Vista CA 91910

C. Contacts:

(Provide the contact name, title, mailing address, phone number, fax number, email, and role on the project for each contact)

Primary Contact

Name: Barbara Locci Title: Conservation Specialist

Mailing Address: 276 Fourth Ave.

Chula Vista CA 91910

Phone: 619-691-5134 Fax: _____

Email: blocci@chulavistaca.gov

Role on the Project: Coordinator

Secondary Contact

Name: Coleen Wisniewski Title: Senior Conservation Specialist

Mailing Address: 276 Fourth Ave.

Chula Vista CA 91910

Phone: 619-4095828 Fax: _____

Email: cwisniewski@chulavistaca.gov

Role on the Project: Supervisor

D. Program/Project Description:

(Describe the program/project goals, location, scope, and elements to be funded by the GO by BIKE Mini-Grant. Applications must include the projected attendance or reach.)

The City of Chula Vista has made a long-standing commitment to alternative transportation infrastructure and outreach since 2002. In order to promote alternate modes of transportation, the City frequently highlights bicycling as a preferred substitute to residents; cycling rewards riders with exercise, increased connectivity throughout their neighborhood, and a smaller carbon footprint; all of these factors align well with the City of Chula Vista's citywide strategic goals. Funds from the iCommute GO by BIKE Mini-Grant fund will be utilized to expand upon current education and outreach efforts by coordinating biking events during the City's successful South Bay Earth Day Fair, which will take place on April 7, 2018 at the Chula Vista Bayfront Park and Marina. The event is funded by the Local Government Partnership grant and Recycling grants, and showcases informational booths, organizations and vendors that promote sustainable living and provides the community with resources about energy and water conservation, sustainable modes of transportation, an EV ride and drive, green building information, recycling, and much more. The event draws over 2,000 attendees and takes place in the beautiful Bayfront. Grant funds will be used to support a family-friendly guided bicycle ride on the Bayshore Bikeway and a Bike Rodeo for children at the event. Outside of South Bay Earth Day, our plan is to organize a Bike Scavenger Hunt that will take place on May 3, and participate as a pit stop host on Bike to Work Day on May 18. The City will also recruit local bike shops and other bike advocacy representatives to host booths, including an EV bicycle test ride and bicycle safety checks provided at no cost by Performance Bicycles, for residents at South Bay Earth Day Fair. McFarlane promotions will be helping City of Chula Vista staff promote the whole South Bay Earth Day Fair event.

Summary:

South Bay Earth Day Fair on April 7, 2018

1. Bicycle Valet
2. Bike and Learn Guided Tour of the Bayshore Bikeway
3. Bicycle Rodeo for Children

Scavenger Hunt on May 3, 2018

1. Host the ride with the San Diego Bicycle Coalition

Bike to Work Day May 18, 2018

1. Host a pit stop

E. Description of Applicant and Assigned Staff:

(Describe the applicant and the experience/skills of the staff that the applicant proposes to assign to the program/project.)

The City of Chula Vista has long been involved in alternative transportation outreach throughout the City, most notably by championing bike month activities, annually hosting a pit stop on Bike to Work Day, and being an iCommute employer. In the past few years the City with the help of local business sponsors has given gift cards to the top commuting employees, specifically those who ride their bikes to work. Chula Vista's commitment to bicycling was recognized by the League of American Cyclists and the City was designated a Bicycle Friendly Business and a Bronze Level Bicycle Friendly Community several years ago. Recently, City Council approved the 2017 Climate Action Plan in which the goal is to improve the use of bicycles as a mode of transportation by achieving Gold Level Bicycle Friendly Community.

The grant will be monitored by Conservation Specialist Barbara Locci under the supervision of Senior Conservation Specialist Coleen Wisniewski. Both City staff have experience managing Alternative Transportation outreach programs in partnership with the Recreation Department, Public Works, and Engineering Division. Both have successfully involved the City with the Power Your Drive program, funded by SDG&E. EV chargers for fleet and employees have been installed at our Civic Center and at Public Works and will be installed at the Police Department in the coming months. Both work on the Local Government Partnership managing energy efficiency outreach programs as well.

F. Proposed Methodology:

(Provide the information requested and respond to the questions asked in Section VII.B. of the Request for Grants)

As described in the proposed project description, funds awarded by the GO by BIKE Mini Grant will be used to implement the biking events that will take place at South Bay Earth Day Fair on April 7, the Bike Scavenger Hunt on May 3, and Bike to Work Day May 18, 2018.

The City of Chula Vista will use the funds to support the four events and some prizes to encourage participation in the kids' Bicycle Rodeo and the Scavenger Hunt.

If chosen as a recipient of the GO by BIKE grant, funds will strengthen the City of Chula Vista resources that are already available to the community. As devoted participants of Bike to Work Day, the City annually hosts a bike pit stop in partnership with the Living Coast Discovery Center and UTC Aerospace, and has been a host to bike "clinics" for Chula Vista employees and residents. Over the past few years the City has hosted a very successful portable bicycle valet at major events such as South Bay Earth Day Fair, Harbor Fest, and Ciclavista, drawing hundreds of users.

Increasing bike advocacy at South Bay Earth Day will drive up community participation and awareness, building momentum for future events and other initiatives. The City is currently planning an expansion of bike-able streets as well as bringing bicycle sharing to the City in the near future.

The City has contracted McFarlane Promotions to help promote the South Bay Earth Fair event and they will also help market the bicycling event. City staff will promote the bicycling events through the City's newsletters, local publications articles and advertisements, social media, banners, and fliers. Marketing of the South Bay Earth Fair events will be geared toward while marketing of the Scavenger Hunt and Bike to Work day will be geared towards working adults and students.

Performance Metrics	
April 7, 2018	
South Bay Earth Fair Attendees	# of attendees (est. 2,000)
Bike Valet Service	# of bicycles checked in (goal of 55)
Bay Shore Bike Way Tour	# of tour participants (goal of 30)
Bicycle Rodeo for Kids	# of participants (goal of 30)
May 3, 2018	
Bicycle Scavenger Hunt	# of participants (goal of 20)
May 18, 2018	
Bike to Work Day Pit Stop	# of participants at pit stop (goal of 200)

G. Project Budget Estimate:

(Provide a clear description of how funding will be used. Describe the approach used to generate this cost estimate, and explain why this approach can be relied upon for sound decision-making.)

The City has extensive experience in organizing public events and has coordinated many successful events in years past. The City was awarded the GO by BIKE mini grant previously, demonstrating its knowledge and commitment to organize outreach events to make bicycling activities more accessible and easier for the community. The City promotes bicycling and other alternative modes of transportation among its employees and in the community all year long. Staff is awarded for logging in their commute trips to work every month. The City organizes bike and learn together and lunch and learn events for employees annually.

The two City staff who will be managing this grant also have extensive experience in managing grants, including the current 5 year Local Government Partnership administered by SDG&E.

Specifically for 2018, staff has already contacted the San Diego Bicycle Coalition to discuss the proposed plan and goals and requested quotes to run three events in partnership with the City. Staff has also researched the cost of prizes for winners of the Bicycle Rodeo and the Scavenger Hunt. That information is reflected in the budget table below.

City staff have built a portable bicycle valet set-up in years past and there is a need to expand the services that can be provided at City outreach events. Based upon the current system, and planning ahead to expansion, estimates on the amount of materials needed from a local hardware store have been drafted and are listed in the table below.



**ATTACHMENT B
PROJECT BUDGET ESTIMATE FORM**

Project Budget:

Using the table below as a template, indicate anticipated project expenditures.

LIST OF EXPENSES	ESTIMATED AMOUNT
1. Bay Shore Bike Way Tour Provided by SD Bicycle Coalition	\$ 800
2. Bicycle Rodeo for Kids Provided by SD Bicycle Coalition	\$ 500
3. Bicycle Scavenger Hunt Provided by SD Bicycle Coalition	\$ 500
4. Marketing (Social Media, Radio etc.)	\$ 250
5. 2 Portable Bicycle Valet Racks from Moved By Bikes	\$ 380
6. Prizes (6 kid size helmets)	\$ 119.94
7. Prizes (6 \$24.99 tool kits for adults)	\$ 149.94
8. Prizes (6 Head Lamps for adults)	\$ 89.94
TOTAL	\$ 2,789.82

Please see product information and quotes below

January 18, 2018

Cost Proposal

For the past 30 years, San Diego County Bicycle Coalition (SDCBC) has been advocating for and protecting the rights of all people who ride bicycles. SDCBC educational programs reach over 8,000 people annually, educating adults and children on bicycle safety.

SDCBC will provide League of American Bicyclist certified instructors to present two activities during two events in April and one event in May.

South Bay Earth Day Saturday, April 7, 2018

Bicycle Rodeo:

Instructors will provide all supplies to create an obstacle course as well as educational handouts to give to all who participate.

- All participants will learn basic helmet safety, a basic bike safety check, and bicycle handling skills.
- Participants will be expected to bring their own bike and helmet.
- SDCBC will provide one loaner bike and a few loaner helmets for those who do not bring their own bike and helmet.
- SDCBC will provide two instructors to instruct participants on basic bike safety, practicing bike handling skills, and navigating the course.
- The cost of the rodeo is \$500.

Bike and Learn Together Ride:

- SDCBC staff will work with City of Chula Vista staff to create a safe, flat, mostly separated bike route along the Bayshore Bikeway.
- SDCBC staff will provide a route map and/or cue sheets.
- All participants will be expected to bring their own bike and helmet.
- SDCBC will provide a few loaner helmets for those who do not bring their own helmet.
- SDCBC will provide at least two instructors to instruct participants on basic bike safety, navigating a bicycle in traffic and separated bicycle facilities, and safely riding in a group.
- The cost of the Bike and Learn Together Ride is \$800.

May 3, 2018

Scavenger Hunt:

League Certified instructors will lead two groups of participants on a scavenger hunt through downtown Chula Vista on a weekday during the lunch hour.

- SDCBC will provide two League Certified Instructors

- City staff will provide routes, locations, flyers and instructions for all participants
- SDCBC will provide a brief safety talk and lead the riders on the hunt for the items.
- The Cost of the Scavenger Hunt is \$500

SDCBC Contact: Michelle Luellen, Education Programs Manager

Michelle@sdbikecoalition.org

619-381-2941

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Moved By Bikes

Moved By Bikes MBB G3 Valet Rack

Be the first to review this item

Price: **\$190.00 & FREE Shipping**

In stock.

Get it as soon as Jan. 24 - 29 when you choose Expedited Shipping at checkout.

Ships from and sold by Niagara Cycle Works.

- All aluminum construction
- Weight: 11.0 lbs
- Packed dimensions: 60 x 2.5 x 2.5 (that's extremely compact!)
- Extended Dimensions: 108 long (that's 9 feet, enough for about 8 bikes!)
- 1 banner mast with each rack

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Ride Comfortable With a Premium Bike Helmet

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\$190.00 + Free Shipping
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CYCLE FORCE GROUP

For children 7 and under & 3 point safety belt

Bellelli Pepe Clamp Fit Baby Carrier (Blue/Red, 50-Pound)

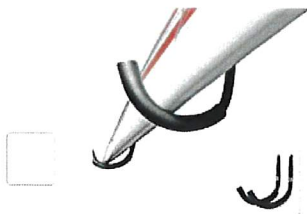
166

\$87.49 prime

Ad feedback

Sponsored products related to this item (What's this?)

Page 1 of 6



BPS Surfboard / Longboard Wall Storage Steel Rack - Black

\$13.99

13



EasyGo Surfboard Wall Rack - Longboard Storage - Surfboard Display Rack - Surf Boar...

\$12.12

4



Surfboard Bike Rack - Cruise To Your Surf Spot [CHOOSE COLOR] (Black)

\$79.97

56



Own th Longbo Steel R: \$9.99

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Razor

Razor V-17 Youth Multi-Sport Helmet

1,163 customer reviews | 65 answered questions

List Price: ~~\$29.99~~

Price: **\$19.99**

FREE Shipping on orders over \$25—or get FREE Two-Day Shipping with Amazon Prime

You Save: **\$10.00 (33%)**

In Stock.

Want it Saturday, Jan. 20? Order within 23 hrs 34 mins and choose Saturday Delivery at checkout. Details Ships from and sold by Amazon.com.

Color: Gloss Blue



- Cutting-edge youth safety helmet for biking, skating, and more
- Ergonomic interior padding is comfortable and secure
- 17 top and side vents help rider keep a cool head on hot days
- Side release buckles adjust and fasten quickly; sleek Black gloss color
- Fits head sizes 21.5 to 23 inches; for ages 8 to 14; Complies with CPSC standards

Used & new (6) from \$13.58 & FREE shipping on orders over \$25.00. Details

Need help buying the perfect bike helmet? Visit our [Bike Helmet Buying Guide](#) for complete information on bike helmet types and how to measure for the right bike helmet size.

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Premium Quality Bike Helmet Specialized for Road & Mountain Biking - Safety Certifi 369

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+ Free Shipping Sold by: Tradezone

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Franklin Perfect addition to a Franklin Sports uniform set

NFL Green Bay Packers Youth Receiver Gloves, White, Medium 75

\$18.41 prime

Ad feedback

Frequently bought together



Total price: **\$36.98**

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- ✓ This item: Razor V-17 Youth Multi-Sport Helmet **\$19.99**
- ✓ Mongoose BMX Bike Gel Knee and Elbow Pad Set **\$16.99**

Sponsored products related to this item (What's this?)



Kids helmets Children's Multi-Sport Safety Bike Helmets Cycling Skating Scooter for...

\$27.66 75



Lanova Kids Adjustable Sports Protective Gear Set Safety Pad Safeguard (Helmet Knee...

\$32.99 42



SUNVP Kids Toddler Bike Helmet Multi-sport Skateboarding Skating Cycling Scooter Sa...

\$20.55 12



Helmet ABS Hard Rubber with Adjustment for Skateboard /Ski /Skating /Roller Snowboar...

\$18.98 33



BigBoss Bike Helmets for Kids skateboard protective gear with Protective Gear Set E...

\$25.99 12



KIDS Bike Helmet [Pink Octopus] - Adjustable from Toddler to Youth Size, Ages 3-7...

\$27.99 162



Bike Lights Front a USB Rechargeable LED Bicycle Light S Illumina...

\$11.99 41

Ad feedback

Customers who bought this item also bought



Mongoose BMX Bike Gel Knee and Elbow Pad Set 1,330

\$16.99



Razor V-17 Child Multi-sport Helmet 624

\$14.32



Razor E100 Electric Scooter 1,717

\$109.38



Razor Pocket Mod Miniature Euro Electric Scooter 1,350

\$319.00



JBM Adult / Child Knee Pads Elbow Pads Wrist Guards 3 In 1 Protective Gear Set For Multi...

\$24.98



Razor A Kick Scooter 4,001

\$27.99

Special offers and product promotions

Color: Gloss Blue

- Your cost could be **\$0.00** instead of **\$19.99!** Get a **\$50 Amazon.com Gift Card** instantly upon approval for the **Amazon Rewards Visa Card** [Apply now](#)

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Avenir Roll-Up Tool Kit

52 customer reviews

Price: **\$24.99** + \$4.42 shipping

Only 5 left in stock - order soon.

Get it as soon as Jan. 24 - 29 when you choose Standard at checkout.

Ships from and sold by BikeWorldUSA.

- Hub cone spanner (wrench) 13 x 14-Millimeter and 15 x 16-Millimeter
- Chain rivet extractor, folding tool, spoke wrench
- Nylon tire levers
- Tire patch kit 6 pieces
- 3-Millimeter dr socket sizes 8, 9, 10-Millimeter

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Professional to light up your way

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Fillixar Usb Bike Light Front And Back 600 Lumens, Waterproof, Military Grade Aluminum Alloy

\$23.00

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\$24.99 + \$4.42 shipping
Only 5 left in stock - order soon.
Sold by BikeWorldUSA

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Other Sellers on Amazon

New (2) from \$24.99 + \$4.42 shipping



Fillixar 160 Psi Mini Bike Pump Portable, Fits Schrader & Presta, Soccer Ball Pu...

\$22.98 ✓prime

Ad feedback

Frequently bought together



Total price: **\$36.89**

Add both to Cart

Add both to List

These items are shipped from and sold by different sellers. Show details

- ✓ This item: Avenir Roll-Up Tool Kit **\$24.99**
- ✓ Topeak Pocket Rocket Master Blaster Bike Pump **\$11.90**

Sponsored products related to this item (What's this?)



CLOSEOUT DEAL: Mini Bike Pump By Koto Sports - Bike Tire Repair Essentials Kit - Fr...
172
\$13.29



Silca Seat Roll Premio, Black
13
\$50.00



Mini Bike Pump with Multi-Function Bike Repair Tools Kit, Poshei Alloy Bicycle Tire...
156
\$14.39



SILCA Bundled Seat Roll Premio, Regulator and Multi-tool included w/ Saddle Bag
1
\$98.00



BETO High Pressure Bike Pump, 300 Psi Shock Pump, 2 in 1 Pump, 2-Stage Pump
11
\$27.99



Mini Bike Pump Fits Presta and Schrader High Pressure 130PSI, Bicycle Tire Pump Acc...
21
\$16.99



Gooch Guard Chamois Cream
461
\$15.95



Cycle Torch Bolt Combo - USB Rechargeable Safety Bike Light Set | White LED Headlig...
460
\$19.95



DOT Witl Bicy Hos
\$26

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Topeak Pocket Rocket Master Blaster Bike Pump
1,114
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20% off item with purchase of 1 items

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