

**ATTACHMENT A
PROJECT SUMMARY**

PROJECT SUMMARY

A. Program/Project Title

B. 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

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: Lead/Administrator

Secondary Contact

Name: Coleen Wisniewski Title: Environmental Sustainability Manager
Mailing Address: 276 Fourth Ave. Chula Vista CA 91910
Phone: 619-409-5828 Fax: _____
Email: cwisniewski@chulavistaca.gov
Role on the Project: Lead/Administrator

C. Partner Agency/Organization - Optional

(Provide the name and address of each agency or organization the applicant will partner with. If there are multiple partnerships, list each one separately.)

Name of Partner Organization/Agency: Sweetwater Authority
Address: 505 Garrett Ave. Chula Vista CA 91910
Name of Partner Organization/Agency: _____
Address: _____
Name of Partner Organization/Agency: _____
Address: _____

A. Program/Project Description

(Describe the program/project goals, date, 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 as cycling rewards riders with exercise, increased connectivity throughout their neighborhood and a smaller carbon footprint and all of these factors align well with the City of Chula Vista's citywide strategic goals, including implementation of its Climate Action Plan (CAP). Funds from the iCommute GO by BIKE Mini-Grant will be utilized to expand upon current education and outreach efforts by coordinating four biking events during the months of April and May.

The first event is South Bay Earth Day which will be held at Memorial Park on April 4th, 2020, draws over 3,000 attendees and it is funded by Chula Vista's Local Government Partnership grant and recycling grants. This event 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 showcase, green building information, recycling and much more. The iCommute GO by BIKE grant funds will be used to support a family-friendly guided bicycle ride on the Bay Shore Bike Way to Memorial Park and a Bike Rodeo for children at the event. The City will also provide its free bicycle valet for riders of all ages, allowing participants to ride their bike to the event and securely park it during their stay.

The second event will promote the City's expansion of bike lanes on Broadway which will extend for over 8 miles and will take place along the Broadway corridor starting at the Chula Vista Mall on May 16, 2020. The City plans a ride guided by the San Diego Bicycle Coalition and will recruit local bike shops and other bike advocacy representatives to host booths, including an electric bicycle test ride and bicycle safety checks provided at no cost by a local bicycle store. Since this event falls within Sweetwater Authority's service territory, they will promote the event to their customers.

The City will also organize a Lunch and Learn about bicycle safety on April 30, 2020, provided by the San Diego Bicycle Coalition, and will host Bike to Work day on May 14, 2020.

Summary:**South Bay Earth Day on April 4, 2020**

1. Bike and Learn Guided Tour of the Bayshore Bikeway provided by the San Diego Bicycle Coalition
2. Bicycle Rodeo for children provided by the San Diego Bicycle Coalition

Lunch and Learn on April 30, 2020

1. Provided by the San Diego Bicycle Coalition

Bike to Work Day May 14, 2020**Bike Lanes on Broadway on May 16, 2020**

1. Host the ride with the San Diego Bicycle Coalition

B. Description of Applicant and Assigned Staff

(Describe the applicant and the experience/skills of all 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. Over the past few years, the City, with the help of local business sponsors, has given gift cards to the top alternative commuting employees, including 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. 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 recognition as a Gold Level Bicycle Friendly Community. In order to achieve this goal, the City's engineering division is working to add bike lanes on major City streets, including the almost completed bike lanes on Broadway, among other planned projects. Sweetwater Authority has been a long-standing partner of the City of Chula Vista on various projects over the years, including helping to guide the development of Climate Action Plan goals as a stakeholder in the City's Climate Change Working Group. Recent discussions as part of this group include issues related to the energy, waste, water, and transportation sectors, including improving local bike infrastructure and first-hand experience Sweetwater Authority has faced with bike safety.

The grant will be monitored by Conservation Specialist Barbara Locci under the supervision of Environmental Sustainability Manager 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, Public Works facility and Police Department. Both work on the Local Government Partnership with SDG&E managing energy efficiency outreach programs.

C. Proposed Methodology

(Please respond to the four questions asked in Section VII.B. on page 5 of the Request for Grant Applications [i.e., How will your organization use the funds...?; How will the project advance the grant program's primary goal...?; How will this project be promoted...?; How will you define project success...?].)

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 on April 4, 2020 and Bike Lanes on Broadway on May 16, 2020. Funds will also support the Bicycle Lunch and Learn in April and Bike to Work Day in May. The City of Chula Vista will use the funds to support the events and prizes to encourage participation.

If chosen as a recipient of the GO by BIKE Mini-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 and Harbor Fest, drawing hundreds of users. Increasing bike advocacy at South Bay Earth Day and Bike Lanes on Broadway will increase community participation and awareness, building momentum for future events and other initiatives such as further expansion of bicycle lanes in major streets.

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 Day events will be geared toward families in the underprivileged areas of the City (west side) and Bike Lanes on Broadway will be geared toward riders of all ages and groups. Sweetwater Authority will help promote these bicycling events to their service area through their newsletter, social media and other channels, as well.

Performance Metrics: April 4, 2020

South Bay Earth Fair number of attendees (est. 3,000)

Bike and Learn Guided Tour of the Bayshore Bikeway number of tour participants (goal of 30)

Bicycle Rodeo for Kids number of participants (goal of 30)

April 30, 2020

Lunch and Learn provided by the San Diego Bicycle coalition number of participants (goal of 20)

May 14, 2020

Bike to Work Day number of pit stop attendees (goal of 200)

May 16, 2020

Bike Lanes on Broadway number of participants (est. 60)

D. Project Budget Estimate

(Provide a clear description of how funding will be used, and outline or attach any quotes obtained for products or services. 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 last year and in previous years, 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. The City organizes bike and learn together and lunch and learn events for employees annually.

Several years ago, City staff built a portable bicycle valet rack for use at City events. The 2018 GO by BIKE Mini-Grant helped expand the size of the rack which has been used at multiple outreach events in Chula Vista and has become a staple for attendees that are bicycling enthusiasts. 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 2020, 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 participants of Bike Lanes on Broadway. That information is reflected in the budget table below.

ATTACHMENT B
PROJECT BUDGET ESTIMATE FORM

Project Budget

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

List of Expenses	Quantity	Unit Cost	Description (what would this item be used for)	Estimated Amount
1. Bike and Learn Tour	1	\$ 800.00	San Diego Bicycle Coalition will provide a safe tour with guides	\$ 800.00
2. Bicycle Rodeo for Kids	1	\$ 500.00	Teach children bicycle safety and fun games going around cones	\$ 500.00
3. Bike Tour of Broadway	1	\$ 500.00	San Diego Bicycle Coalition will provide a safe tour with guides	\$ 500.00
4. Lunch and Learn	1	\$ 500.00	San Diego Bicycle Coalition will present	\$ 500.00
5. Bike Bottles- 20oz	100	\$ 0.91	Giveaways	\$ 91.00
6. Logo Printing for bottles	1	\$ 55.00		\$ 55.00
7. Shipping and Handling for bottles		\$ 50.00		\$ 50.00
8. Helmets	24	\$ 21.00	Safety Giveaways	\$ 504.00
9.				\$ 0.00
10.				\$ 0.00
11.				\$ 0.00
12.				\$ 0.00
13.				\$ 0.00
14.				\$ 0.00
15.				\$ 0.00
Total				\$ 3,000.00

Submit an application electronically between November 12, 2019, and January 3, 2020, to iCommuteGrants@sandag.org