

FORM A: COVER PAGE

Organization/Group

Name: City and Borough of Sitka
Address: 100 Lincoln Street
Sitka, AK, 99835

Proposal Contact: Matthew Turner
Title of contact: Project Coordinator
Email: mturner@smallstones.net
Phone Number: 747-3665
Fax:

Total Amount Requested: \$ 9739.00

This project is related to (check all that apply)

- physical activity nutrition/healthy eating
 clean air

Signature of CEO/Executive Director

Briefly describe your project in the space below:

The Bicycle Friendly Community Campaign, coordinated through the League of American Bicyclists in Washington, D.C., recognizes and promotes municipalities that actively support bicycling. A Bicycle Friendly Community provides safe accommodation for cycling and encourages its residents to bike for transportation, recreation, and physical activity.

This project will support the steps necessary to help Sitka meet the Bicycle Friendly Community standards and be awarded this recognition. Within one year, Sitka will have met or be actively engaged in meeting the required standards in the following action areas: Engineering, Education, Encouragement, Enforcement, Evaluation, and Planning. Meeting the required

standards and submitting a successful application will make Sitka the first Bicycle Friendly Community in Alaska.

Why is it important for communities to be designated as bicycle-friendly? Citizens in communities across America want to improve their quality of life. They want a less-stressful lifestyle, a cleaner environment, affordable transportation and better health for themselves and their children. Bicycling is part of the solution. Bicycle-friendly communities experience reduced traffic, better air, and improved public health. Bicycle-friendly towns, like those with good schools and vibrant downtowns, are communities that offer a good quality of life for families, further leading to higher property values, business growth and increased tourism.

Using bicycles for transportation increases physical activity even while doing mundane things like going to work. And, as a community offers more bicycling opportunities (like bike paths and trails) it provides a great way to be physically active just for fun.

Becoming a Bicycle Friendly Community requires the completion of an application that asks specific questions under each of the action focus areas. The process creates a detailed audit of the engineering, education, encouragement, enforcement and evaluation efforts for the community. This comprehensive inquiry is designed to yield a holistic picture of a community's work to promote bicycling (see Appendix A). Steps needed to complete the application and meet the standards range from creating a detailed inventory of existing and needed bicycling infrastructure, to working with the police department on enforcement of helmet laws, to creating more incentives for people to ride their bikes.

In order to complete the application, this grant from Steps to a Healthier Alaska will fund a Project Coordinator to hold regular meetings of interested community groups, key city staff, and individuals. A group leader will also be assigned to each of the five action areas (Engineering, Education, etc.). This coordinated effort will ensure the community addresses each of the 58 standards included in the application.

Remember when you first learned to ride a bike? There was great readiness and anticipation. You probably thought for a while how much you wanted to do it, and saw other people who could and thought, "why not me?" Sitka is in much the same state of readiness. There are literally hundreds of community members ready right now to pull off this complex project. There are several existing efforts – public safety campaigns, global warming groups, mountain bike trail building, and individual wellness initiatives – that are already working to meet many of the standards of the application. Just like when first riding a bike, where it takes someone holding you up, running behind you and giving you that final push to get you rolling, Sitka just needs a little coordination of these various efforts, the initiation of a few more, and a final "push" – and we too will be up and rolling with a community that provides safe accommodation for cycling and encourages its residents to bike for transportation and recreation.

FORM B: APPLICANT DESCRIPTION PAGE

ORGANIZATION NAME: City and Borough of Sitka

1. Describe your organization/group. (Name, how long in operation, services provided, target population and mission.)

Describing the City and Borough of Sitka (CBS) as an organization is likely beyond the intent of this question. Simply put, the CBS is a home-rule city chartered in 1971. Our population is just under 9000 people. To shed light on how city governance relates to this project, perhaps the best source is the CBS Comprehensive Plan (updated in 2007). This plan specifically mentions bicycles and bicycle safety in several sections. Here are some highlights:

To provide education and public information and encouragement for bike safety, including:

- Work toward implementing the goals established in the 2003 Sitka Non-Motorized Transportation Plan, a Sitka Bicycle Safety Plan, to include a danger assessment and identify and make recommendations to resolve bicycle safety concerns.
- Work with the police and fire commission to...support and encourage safety and education programs for the benefit of motorized and non-motorized users of Sitka's transportation system. Encourage the involvement of service organizations and health care organizations in pursuit of these goals. Develop a bicycle safety programs, a comprehensive bike education program aimed at both youth and adults.
- Develop and implement bicycle safety ordinances and encourage safe riding practices.

Identify and implement development and improvement of bicycle facilities, including:

- Urge the State of Alaska Department of Transportation to develop bike paths, multi-use pathways, on both sides of major roads...keeping them separated by curbs or green space wherever feasible.
- Improve winter maintenance on bikeways and multi-use pathways to permit use by cyclists throughout the year.
- Correct or, at a minimum, post signs in high priority problem areas warning of danger to bicyclists, as identified in the Sitka Bicycle Plan.
- Seek funding to develop alternate bike routes around congested or dangerous areas.
- Develop a long-range Comprehensive Sitka Bicycle Plan to plan for and implement future bicycle facilities for Sitka.

The Comprehensive Plan is a guide to city governance and actions. Clearly, the Comprehensive Plan underlines the intent for Sitka to improve the infrastructure, education, and encouragement of using bicycles as a safe and viable form of transportation in our community year-round.

2. Describe your organization's experience in implementing similar projects.

The City and Borough of Sitka is uniquely positioned to move this project forward. Achieving the status of a Bicycle Friendly Community will require the coordination of many city departments, including Planning, Public Works, the Police and Fire Departments, and Parks and Recreation. Additionally, community organizations and bicycle advocates will need to be provided with opportunities to add their input to the process.

To coordinate this project, the City and Borough of Sitka will contract with Matthew Turner of Concept of Degrees. Matthew Turner is a part-time facilitator of Sitka's Advancing Our Community, a collaboration of over 40 individuals representing over 20 organizations who are committed to Sitka's wellbeing. Additionally, Matthew is a professional facilitator who has worked

across the state and country to facilitate and coordinate community action plans, most recently here in Sitka in developing a collaborative Visitor Industry Plan.

3. How was the community involved in planning the proposed project?

- In late April S.E.A.R.H.C. hosted a series of lectures and workshops in Sitka called the 2007 Health Summit. Participants represented organizations such as group of Sitka's leaders Sitka Community Hospital, SEARHC, Center for Community, Mountainside Family Health Care, Sitka Employee Wellness Coalition, Sitka Medical Center, Sitka's Faith in Action, Sitkans Against Family Violence, State of Alaska Sitka Pioneer Home, State of Alaska Sitka Public Health, and the C&BS Commission on Health Needs and Community Services.

On the final day of the summit, this diverse developed and extensive list of projects that would lead to improved wellness in Sitka. The group then voted on the items on the list to identify top priorities. The goal to “Develop pedestrian & bicycle friendly community” received nearly twice the number of votes as the next-highest ranked project. This group further brainstormed a list of action steps in order to achieve this goal – this list will serve as a foundation to this project.

- On May 18 a meeting was held by Advancing Our Community to outline a strategy for applying for this grant and for the final application to the League of American Bicyclists. The input from this group has shaped this application – additionally, these “founding members” will serve as ongoing champions of this effort and have already committed to taking action on several items on the application.
- There are two public workshops led by staff from the League of American Bicyclists planned through this project: One workshop is for city engineers, planners and developers, and community leaders. This workshop is focused on the technical design details of how to accommodate bicyclists and pedestrians and includes an interactive, hands-on application of nationally recognized design solutions. Another is a more general public information meeting about Bicycle Friendly communities that will reach a wider audience. Action steps will be developed at the conclusion of these meetings.
- This is a collaborative project. Community members – from city staff to leaders of community organizations and businesses to interested citizens – will be involved and leading the efforts in every step.

4. If partnering with other groups please list and describe their involvement. Please provide documentation of partners (letter of support or copy of email).

Advancing Our Community: staff time and support, advertising and promotion, community and public advocacy, website.

Sitka Bike and Hike: bike mechanic time donation (for safety checks), rental bicycles donated for community rides

SEARHC – Injury Prevention Team: support for education and promotion of events

Sitka Mountain Bike Association: advocacy, encouragement, and promotion

Yellow Jersey Bike Shop: Event promotion, bicycling incentive donation, signage donation

Community Schools: after school program focused on bike safety and activity

SEARHC – Health Promotion Team: support for education and promotion of events

Sitka Health Summit – SEARHC and Sitka Community Hospital – full endorsement

FORM C: PROJECT DESCRIPTION PAGE

ORGANIZATION NAME: City and Borough of Sitka

1. Describe the community's need for this project and which members of the community will be served by the project (Target population).

The need for increased bicycling in the State of Alaska: The first Healthy Alaskans 2010 goal reads " to improve the health, fitness, and quality of life through daily physical activity." Increasing bicycling in our community can help to meet that goal. Goal 8 from the physical activity section of the same document says, "Increase the proportion of trips to work made by bicycling." This grant will help to make that happen in Sitka

The need for increased bicycling in Sitka. As stated in Form B number 1, the City and Borough of Sitka has recognized the need for improved bicyclist and motorist education, improved maintenance of existing bicycle infrastructure, development of more bicycle infrastructure, identifying and addressing areas of bicycle safety on the roadways, and further development of a comprehensive bicycle plan. Taking the steps towards becoming a Bicycle Friendly Community will exactly meet these needs, and this grant will help meet these needs through an efficient and coordinated effort.

When the City of Sitka shows its commitment to the safety of bicyclists and to the enhancement of their experience on the roads and paths of our community, we will have a direct effect on current cyclists and new riders. With safer, more accessible routes, current bicyclists will increase the frequency of their riding and extend their riding from seasonal to year-round. Enhanced infrastructure and safety assurances will promote more young riders, and more adults will also be able to take advantage of a healthier, more economical means of transportation.

A bicycle friendly community will benefit *all* Sitkans. There is also reason to believe that this initiative will have a particular impact on Alaska Natives. Through intentional promotion of the health and economic benefits of bicycling, and through the improvements and coordinated efforts proposed through this project, Alaska Natives will have better access and support for meeting health and economic goals. This project will also compliment the ongoing efforts of other health and wellness initiatives (many of them through the Southeast Alaska Regional Health Consortium) in Sitka that are focused on the Alaska Native community.

2. What is the evidence that the project is a best practice? (See attached resource list)

While Bicycle Friendly Communities can not undergo the rigorous requirements in order to be recognized as a best practice (there are simply too many variables!), the standards and technical assistance provided by the League of American Bicyclists to become a Bicycle-Friendly Community were developed by the Association of Pedestrian and Bicycle Professionals (APBP) for the National Highway Traffic Safety Administration (NHTSA), as part of their program to implement the National Strategies for Advancing Bicycle Safety.

3. Please list your goal(s) for the project.

1. Working with city staff, community groups, businesses, and individuals to coordinate community action in the areas of Engineering, Education, Encouragement, Enforcement, and Evaluation and to become a Bicycle Friendly Community.

2. Hold two public workshops led by staff from the League of American Bicyclists: “Complete Streets” focused on infrastructure issues, and a general public forum on Bicycle Friendly Communities.
3. Submit application to the Bicycle League of America to become a Bicycle Friendly Community by March 21, 2008.

4. What do you want to accomplish with this project? (Objectives) Objectives should be (SMART) specific, measurable, achievable, realistic and within a timeframe.

- 1.a. Establish a web site that provides information on Bicycle Friendly Communities and tracks the steps currently being taken in each action focus area. Timeline: June, 2007.
- 1.b. Hold monthly meetings of the full Bicycle Friendly Community group to plan and coordinate actions. Conduct smaller committee meetings as needed. Timeline: Ongoing

Note: This project will require coordinating many specific efforts – the scope of which are far too detailed for the space requirements of this proposal. They range from coordinating bicycle education programs in the schools, to providing awards and recognition of bicycle commuters, to providing a “show of helmets” at city assembly meetings when bicycling issues are under discussion. Please see Appendix A for an idea of the scope of coordination for this objective.

- 2.a. Arrange time in early fall for workshops. Secure assurances from key community leaders (policy makers, city engineers, etc.) for attendance, engage public information campaign including advertisements and interviews of the guest lecturer, and assure television coverage of event. Timeline: early fall, 2007.
- 2.b. Schedule a tour of Sitka’s bicycling infrastructure with League of American Bicyclists guest prior to workshops. This will include identifying key points of interest to visit (both positive and negative), procuring bicycles for guests, and coordinating hosts for ride. Timeline: early fall, 2007
- 3.a. Secure endorsement for this effort from the City Assembly and a broad array of community groups – from the Chamber of Commerce to local trail and bike advocates.

5. How will success be measured? Describe how the project will be evaluated.

Of course the ultimate evaluation of success will be when Sitka is recognized by the League of American Bicyclists as a Bicycle Friendly Community. At each step in the process, though, there will be significant and tangible results.

1. A web site is established and being regularly updated with detailed meeting minutes, documentation of accomplished action steps, and pictures and stories.
2. Workshops are well promoted and attended, with good media coverage before and after the event. The guest lecturer has detailed knowledge of Sitka’s assets and challenges and can make specific recommendations on how to meet our goals.
3. Community-wide endorsement of the application through letters of support and resolutions.

FORM D: ACTION PLAN DESCRIPTION PAGE

ORGANIZATION NAME: City and Borough of Sitka

1. In the table below, please describe your planned activities.

Activity	Timeline	Person Responsible
1.a. Establish a web site that provides information on Bicycle Friendly Communities and tracks the steps currently being taken in each action focus area. Timeline: June, 2007.	Completed by June, 2007	Matthew Turner
1.b.1. Hold public review of the Bicycle Friendly Community standards to determine what standards are currently met and where action needs to be focused.	completed May 18, 2007	Matthew Turner
1.b.2. Build email list of interested individuals, coordinate meeting times.	ongoing	Matthew Turner
1.b.3. At June meeting, identify Action Area “Captains” – a person to help focus activities under each of the main focus areas (engineering, education, etc.). Create list of activities to focus upon in the upcoming months.	June, 2007	Matthew Turner
<p>1.b.4. Coordinate activities under each action area. Some examples could include (from activities described at May 18 meeting:</p> <p>Engineering:</p> <p>paint bicycle symbols in bike lanes, repaint bike lane lines, workplace inventory of covered bike racks, use contacts at state D.O.T. to get “Share the Road” signs, organize group to sweep debris from bike lanes, better trail markers at Starrigavan, etc.</p> <p>Education:</p> <p>promote the benefits of bicycling for physical fitness, provide a pamphlet on the rights and responsibilities of bicyclists at the Department of Motor Vehicles, work with schools to have a bicycle education class, hold a youth focus group to explore their barriers to bicycle riding, etc.</p> <p>Encouragement:</p> <p>Build on existing events (Kluane, Harbor Mtn. race, Tour of Sitka), promote the Parks and Recreation trail map, Biker of the Month program – a random biker selected, celebrated, and given prizes, bicycle safety checks for youth, increase annual organized riders, etc.</p>	ongoing – as each activity is completed, more will be identified to pursue.	<p>Matthew Turner,</p> <p>Action Area “captains” to be identified in June</p> <p>In many cases, Individual organizations will take the lead where their mission encompasses the activity.</p>

<p>Enforcement:</p> <p>Develop a contact with a police officer in the department to advocate for reinstating the public safety officers on bicycles program, re-engage the group that worked to pass the helmet ordinance to advocate for its enforcement.</p> <p>Evaluation:</p> <p>Gather data on the number of registered bicycles, work with police department to gather data on bicycle accidents and fatalities, etc.</p>		
2.a.1. Arrange time in early fall for workshops.	August, 2007	Matthew Turner
2.a.2. Secure assurances from key community leaders (policy makers, city engineers, etc.) for attendance	September, 2007	Matthew Turner
2.a.3. engage public information campaign including radio and newspaper ads, as well as interviews of the guest lecturer,	September, 2007	Matthew Turner
2.a.4. assure television coverage of event.	September, 2007	Matthew Turner
2.b.1. Schedule a tour of Sitka’s bicycling infrastructure with League of American Bicyclists guest prior to workshops.	August, 2007	Matthew Turner
2.b.2. Identify key points of interest to visit (both positive and negative), procure bicycles for guests, and coordinate hosts for ride.	August, 2007	Matthew Turner
3.a.1. Complete the application for Bicycle Friendly Communities and submit to the League of American Bicyclists	March, 2008	Matthew Turner
3.a.2. Pursue a resolution from the City Assembly supporting the application.	March, 2008	John Stein
3.a.3. Seek endorsement on the application from a broad array of community groups – from the Chamber of Commerce to local trail and bike advocates.	March, 2008	Matthew Turner

2. How will you continue this project after the funding period ends?

It has been the experience of the League of American Bicyclists that, once a community embarks on this application process, momentum continues, even after a community receives recognition. Bicycle advocates are passionate and engaged people – this process provides a forum and puts systems in place that they can access long after the funding ends. There will always be opportunities to build on and improve upon what is already in place – from creating more bike lanes to creating more incentives and opportunities for our community to ride. Like riding a bike – once you learn how to do it, you’ll never forget (and want to keep doing it!). Funding this project will allow the support and “push” to get this process rolling – after that, the community will not forget, and want to keep doing it!

FORM E: BUDGET FORM

ORGANIZATION NAME: City and Borough of Sitka

List each of your expected costs in the table below.

Project Expenses Item Description (labor, supplies etc)	Cost(s)	Justification
1. Project Coordinator	\$ 4750	93 hours of work @ \$50/hr. Total estimated hours = 180, additional shall be in-kind from AOC
2. League of American Bicyclists workshops: fee	\$ 2500	Complete Streets workshop = \$1500, Bicycle Friendly Community workshop = \$1000
3. League of American Bicyclists workshops: airfare	\$ 650	round trip from Washington, D.C. to Sitka
4. League of American Bicyclists workshops: lodging	\$ 240	2 nights at \$120
5. League of American Bicyclists workshops: meals	\$ 135	3 days of meals at \$45/day
6. Materials: copies	\$ 200	
7. Materials: brochures/education materials	\$ 800	brochures for bicycle safety for schools and department of motor vehicles
8. City and Borough of Sitka administration	\$ 464	5% of subtotal = \$9275 * .05
Totals	\$ 9739	

FORM F: BUDGET INFORMATION

Please list all in-kind donations (cash and other) from partners or other sources.

In-kind

Project Expenses Item Description	Cash	Other	Source
Project Coordinator	\$ 4350	\$	Sitka Advancing Our Community
Encouragement – Biker of the month prizes	\$	\$ 500	Yellow Jersey Bicycle Shop
Encouragement – Community bicycling safety events, provide mechanics and support	\$	\$ 500	Sitka Bike and Hike
Encouragement – provide free bikes for organized rides	\$	\$ 500	Sitka Bike and Hike
Engineering – better trail markers at Starrigavan	\$	\$ 200	Yellow Jersey Bicycle Shop
Education – after-school bicycling club for middle-school students – skills and safety will be taught, along with going for fund rides	\$	\$ 14,000	Community Schools
Education, media exposure and events such as “Bike to Work” week and other promotions: SEARHC Injury Prevention Coordinator		\$ 3,600	SEARHC
Education, media exposure and events such as “Bike to Work” week and other promotions: Sitka Injury Prevention Team		\$ 450	SEARHC
Education, media exposure and events such as “Bike to Work” week and other promotions: Sitka Health Promotions		\$ 3,600	SEARHC
Totals	\$ 4350	\$ 23,350	

Appendix A:

Bicycle League of America

Bicycle Friendly Community Application

Appendix B:
Letters of Support