



REI Bicycle Friendly Communities Grant Application

Bicycle Friendly Community: **Oxford, Mississippi**

Project/Program Title: **Bicycle Racks: on buses, around town, at arts venues, and at events**

Contact Person (name, title, phone, e-mail): **Michael Mossing,
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Please respond to the following in 600 words or less.

1. Project/Purpose: Briefly describe the project you propose. Why is this a priority project for bicycling in your community?

Funds are requested for bike racks to allow for (1) bicycle transport on 5 new buses entering service this year, (2) A stock of simple inverted U racks to be installed on city property by city staff on request at schools, churches and local businesses (3) Artistic Racks at the Powerhouse Community Arts Center, and the Ford Center for the Performing Arts (4) A mobile event parking "Bike Valet" facility for local arts festivals and university sporting events.

The racks will satisfy an immediate practical need of cyclists in the community and advertise Oxford as a Bicycle Friendly Community to users of our new transit system, local businesses, patrons of the arts and visitors to Oxford.

2. Goals: What are the short-term and long-term goals of this project? How will you reach these goals?

In the near term, the racks on buses will provide access to the UM campus, Oxford bike routes and mixed use pathways to cyclists whose access is currently limited by distance, terrain or traffic. U racks will provide local businesses, schools and churches affordable access to bike racks and the city a uniform look for bike facilities. Racks at high profile locations will encourage cycling and remind all patrons that bikes are a viable alternative for short trips. Finally, access to local Arts Festivals (50,000) and SEC sporting events (60,000) is challenging in this small town of 20,000 residents. Event parking will serve to promote easy access to these events, save time and vehicle parking hassles for participants.

Long term, racks on buses, at local destinations and at large events will provide visibility for cyclists in the community and serve as a marketing message for businesses, local residents and visitors of the advantages of cycling.

The grant will provide initial funding for the pilot program. The pathways program will seek to sustain bike parking programs through changes in the development codes to provide bike parking funds associated with new developments, through seeking organizer, and advertiser sponsorship of event parking, and through donations from local arts patrons.

3. Action Plan: What are the steps necessary to execute the project, and who from your office and the community will be assigned to these tasks? (please be detailed)

3.1. Bike racks that hold 2 bikes each will be ordered from Sportworks <<http://www.bicycleracks.com/busracks.asp>> and installed on 5 new buses that will begin service in Oxford in the fall of 2008.

3.2 Inverted U racks will be selected by competitive bids from commercial vendors. Racks will be stored at the city maintenance facility, requested via a standard form and installed by the city department of Buildings and Grounds.

3.3 Designs will be solicited from local artists and donations from patrons in a process similar to that recently begun in Boulder, CO.

3.4 Event racks (2 examples < <http://www.cyclesafe.com/EventRacks.tab.aspx> & < http://www.dero.com/products/event_rack/event_rack.html >) will be purchased. Staffing will be provided initially by volunteers from the Oxford Cycling Club, and local youth organizations. Additional funding from event sponsors and advertisers will be sought to provide for paid staff.

4. Budget: How much will this project cost to execute, and how, specifically, will the funding be spent?

The project as described will cost \$15,000. The costs are broken down below. If the total amount is not available, the priority of each component is given by its order in the list.

4.1 Racks on buses. 5 @ \$1100

4.2 Static Racks - Simple inverted U 50@\$100

4.3 Designer Racks for the Powerhouse Arts Center and Ford Center 2@\$1000

4.4 Event parking - for Double Decker Arts Festival, Football games 1@\$2500

5. Evaluation: What are the expected outcomes of this project, and how will you determine them? How will you measure the success of this project?

We expect that the number of bicyclists will increase, both short term as racks draw more cyclists to the locations of installation and long term as more cyclists are recruited.

The pathways commission conducts annual bike surveys that will track trends in overall cyclist trips. The city will tabulate rack requests and installations over time and the transit authority will provide drivers with check lists to keep track of bike rack usage on buses.