

## Appendix P: Bicycle Friendly Business Program Grant Application

## TDM Tier II Funding Full-Application

**Project/program: Bicycle Friendly Business Program**

**Applicant: City of Davis**

### Contact Info:

| Name                | Email                     | Phone        |
|---------------------|---------------------------|--------------|
| 1) Dave "DK" Kemp   | dkemp@cityofdavis.org     | 530-757-5669 |
| 2) Natalie Popovich | npopovich@cityofdavis.org | 650-416-4816 |

### Funding request:

**Tier II request: \$15,000**  
**Local match: (60%) \$9,000**  
**Other funding:**  
**Total: \$24,000**

### Project/program timeline:

The initial phase of the Davis Bicycle Friendly Business (BFB) program has an estimated timeline of 13 months, but will form the foundation a long-term sustainable BFB program that will continue to engage both existing and new businesses. The projected deadline to establish 50 individually designated bicycle friendly businesses is December 31, 2014. Table 1 summarizes program milestones and their target completion dates, contingent on being alerted that we have been accepted to receive grant funds on SACOG's estimated decision date of November 14, 2013. Each line item is described in greater detail in the following sections of the proposal.

**Table 1: Program milestones and estimated completion dates**

| <i>Deliverable</i>                     | <i>Description</i>  | <i>Target Date</i> |
|--|---|--------------------|
| <i>Priority List of 100 Businesses</i> | Select initial 100 Davis businesses based on greatest number of employees to invite to complete BFB application process   | 11-30-2013         |
| <i>Commuter Choice Presentation</i>    | Develop short presentation on bike safety and active commute alternatives to share at local businesses  | 12-31-2013         |
| <i>Preliminary Workplace Audits</i>    | Conduct preliminary workplace audits for each of the 100 selected businesses on: current commute mode share, business' current level of bike-friendliness, possible underutilized incentives already in place | 06-30-2014         |
| <i>Application Submissions</i>         | Help each of the selected businesses complete the BFB application and submit to LAB and SACOG   | 09-30-2014         |
| <i>Site Specific Recommendations</i>   | Based on results from workplace audits, generate specific improvement plans for each business to fulfill following the submittal of the BFB application to LAB/SACOG  | ongoing            |

|                           |   |                              |
|---------------------------|---|------------------------------|
| <i>Evaluation Reports</i> | Track progress and effectiveness of BFB program by measuring business improvements and changes in commute mode shares | ongoing, quarterly           |
| <i>Online BFB Map</i>     | Create online database with searchable map of designated BFBs in Davis  | ongoing, debut by 06-30-2014 |
| <i>50 Designated BFBs</i> | Achieve a minimum of 50 LAB and SACOG designated BFBs throughout the city   | 12-31-2014                   |

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|--|
| <p><b>Project/Program Description:</b> Describe the project/program including the scope of work, opportunity, problem, issue, and need that the project/program will address.</p>  |
| <p><i>Scope</i></p> <p>This project entails the foundational development and promotion of Bicycle Friendly Businesses (BFB) that is in concert with similar programs administered by the League of American Bicyclists (LAB) and the Sacramento Area Council of Governments (SACOG). The Bicycle Friendly Community Program will provide an advisory role to encourage and support local businesses to submit BFB applications to both the LAB and SACOG. The goal of the program is primarily to reduce employee and patron vehicle-miles (VMT) traveled while garnering regional and national recognition for participating businesses that demonstrate a strong commitment to fostering a bicycle friendly workplace.</p> <p>The BFB project manager will act as the City liaison to develop and disseminate BFB marketing materials, conduct workplace transportation audits, provide recommendations for improvements, prepare press releases, conduct safety trainings and special events, and produce progress and evaluation reports.</p> <p>The BFB program will be integrated into SACOG’s May is Bike Month activities by encouraging participating businesses to take part in sponsoring and staffing breakfast stations (energizer stations) on Bike to Work Day. Bike to Work Day will be further promoted to local businesses through a monthly Bike to Work Day sub-program to encourage year-round bicycling.</p> <p>In addition to bicycling, other active transportation commuter options and incentives will be integrated into the program, such as, incentives to utilize a combination of transit and bicycling. This component of the program will provide an emphasis on promoting regional, sustainable transportation options.</p> <p><i>Local Need</i></p> <p>In 2010, Davis set a goal to become carbon neutral by 2050.<sup>i</sup> To achieve such ambitious greenhouse gas emissions (GHG) reductions, it is imperative that we urge residents to choose sustainable transportation modes. In Davis, the transportation sector is responsible for 57% of the city’s total GHG emissions with personal vehicles accounting for over 75% of all transportation emissions, or 43% of total emissions.<sup>ii</sup> This dreary statistic represents an incredible opportunity for Davis to drastically reduce its emissions without expensive investments in infrastructure</p> |

overhauls, alternative fuel sources, or carbon offsets. The City's Beyond Platinum Bicycle Action Plan specifically recommends the development of a BFB program to improve bicycle access and to work towards fulfilling these emissions reductions requirements. Encouraging residents to choose to bike or walk instead of drive is the most cost-effective way of cutting GHG emissions while simultaneously fostering local economic development and establishing long-term habits of healthy travel choices.

Despite Davis' designation as a Platinum level Bicycle Friendly Community, the only certified BFBs are UC Davis and the City of Davis. There are currently no certified BFBs in the private sector. Davis' 37-block downtown alone is home to over 700 businesses and many more employees, each of whom makes at least two commute trips each day. This immense amount of traffic in such a small area leads to congestion, unnecessary emissions, and unsafe conditions for pedestrians and cyclists. The availability of free parking means that many employees have no incentive to choose active modes of transportation to commute to work. To reduce congestion and improve customer service, it would be wise for local businesses to encourage their employees to choose alternative transportation modes and to leave available parking spaces for their customers.

Currently, the Yolo TMA does not administer a regular outreach program to businesses in Davis that specifically targets bicycling and other active modes of transportation. The Yolo TMA is also limited in that it provides services only to Yolo TMA members through a passive membership program. This proposed program actively includes all businesses while providing a Davis-based program manager to administer the program and provide guidance to businesses in the transition to become more bicycle-friendly.

**Goals:** Discuss the measurable goals of project/program and how they will be reached.

The main objective of this program is to reduce employee and patron VMT by helping businesses provide incentives to their employees and patrons to bike to work or to shop. Utilizing guidelines from both the LAB and the Alliance for Biking and Walking, the City will begin an open dialogue with local businesses to help each establishment accomplish its own unique commute goals while incorporating individual elements from existing BFB programs to advance the sustainability goals of the community at large. The City will utilize SACOG's Tier II Funding to support the following program elements:

*1) Develop and Disseminate BFB Marketing Materials*

This program will fund the production and distribution of branded program safety items such as bike lights, bike bells, and other commuter related bike accessories. This program will also develop of an original design to market BFB events and promotions that will be consistent across the city (and potentially surrounding communities in the event of regional bike events.) The program will disseminate materials such as:

- Introductory Bicycle Friendly Business promotion pamphlet and quick "Check List" for prospective businesses
- Employee commuter surveys
- Prizes and recognition for most "active" commuters
- Reference pamphlets on emissions and cost savings from active transport modes

## *2) Conduct Workplace Audits*

Before aiding businesses in the BFB application process, the City will conduct preliminary workplace audits to ascertain relevant and site-specific information regarding the lowest-hanging fruit options for each business. This process might include, but is not limited to:

- Administering surveys to employees about commute lengths, mode choice, greatest obstacles to biking, and knowledge of available incentives
- Determining current level of “bike-friendliness” of the business
- Aiding in selecting best commute routes for employees
- Taking inventory of availability and condition of current bike parking and facilities

## *3) Make Recommendations to Businesses for Bike-Friendly Improvements*

Upon completing the workplace audits, the City will facilitate the application process for businesses to become designated as bicycle-friendly. This program will provide specific biking-related recommendations that are cost-effective and tailored to each establishment. Using the LAB’s application and guidelines for BFBs, the City will help the business owner or designated BFB coordinator to develop a plan to achieve a minimum of bronze-level bicycle-friendly designation and also ensure that the business completes both the LAB and SACOG application processes. These action plans will include recommendations such as:

- Provide transportation related benefits for employees (e.g. inform employees of the commuter tax benefit or provide cash incentives)
- Promote Bike to Work Day and National Bike Month
- Provide incentives to employees for monthly Bike to Work Day
- Reimburse employee bike purchases
- Set an example by commuting by bike
- Install secure and convenient bike parking for employees and customers
- Provide bike facilities (e.g. showers, bike work stand, and maintenance supplies)
- Attend public meetings to support biking the community
- Provide educational classes on bikes and biking (e.g. bike routes to work, repairs)
- Inform employees and customers about local bike events
- Conduct commuter surveys and collect data
- Host safety trainings and special events

## *4) Generate Publicity for Bike Friendly Businesses*

As new businesses obtain BFB status, the City will write press releases to feature the newly designated bike friendly businesses. This free marketing will encourage shoppers to frequent the BFBs and will incentive other businesses to seek bike friendly designation for themselves. The City will also create a page on its website with information about how to apply for the LAB’s BFB designation, which businesses in Davis are designated as bicycle friendly, and what types of general improvements a business can undertake to encourage active commuting choices. In order

to provide an easily accessible inventory of local BFBs, the City will create a searchable map of all BFBs that will be linked to both the City of Davis website and the downtown Davis website.

*5) Launch Monthly Bike to Work Day Program*

In addition to providing staff for energizer stations during SACOG's May is Bike Month event, this program will launch a monthly Bike to Work Day sub-program to emphasize biking as a year-round commute option. With the help of input from local businesses, the City will determine a specific day, e.g. first Thursday of each month, designated as Bike to Work Day. The City will work with businesses to provide prizes or incentives to employees that bike to work on these days.

*6) Provide Bike Safety Education and Active Commute Alternatives Presentations to Businesses.*

Traffic safety is a major obstacle to increasing bike commute mode share. Many people are not sure where to ride, where the bus and train routes are, or how to mount a bike on a train or bus. To address these safety and logistical concerns, the City of Davis will provide Bike Safety Education classes and give presentations on different active commute options to local businesses. Once a business has decided to reach for BFB status, the City will work with the business to ensure that all employees are well-versed in traffic laws, know the safest route to their places of work, and are familiar with any available multi-modal commute options. By prioritizing an information-based approach to active transportation, the BFB program will give participating commuters the skillset to inform and educate their friends and family members about bike routes, proper riding etiquette, incentive programs, and bike maintenance tips. As the BFB program expands to reach more commuters, biking in general will become safer and more enjoyable for all residents.

*7) Produce Progress and Evaluation Reports*

In order to measure the ongoing progress and determine the effectiveness of the BFB program in increasing cycling as a commute mode, the City will produce progress and evaluation reports on the status of individual establishments in their efforts to become more bike-friendly. Although intended for internal tracking purposes, the findings of these results may be made publically available for the sake of community interest. Similarly, they may be useful for SACOG, the LAB, or other regional organizations interested in measuring the successes and obstacles of developing a BFB program.

*8) Establish Fifty Bike Friendly Businesses by 2015*

There are currently only 44 BFBs in all of California. Davis businesses can be pioneers in encouraging sustainable transportation modes for their employees by taking the initiative to actively improve commuting options. Those businesses that currently provide incentives to their employees for biking to work should be recognized for the steps they have already taken and encouraged to promote biking even more. This program aims to have 50 designated BFBs in Davis by the end of 2014. By prioritizing the BFB application process by businesses with the greatest number of employees, this program will target the businesses whose mode shift will have the largest impact on citywide traffic safety and congestion.

**Regional Benefits/Value:** Describe the regional need, problem or issue that project/program seeks to address and how the region will benefit from the project/program. Describe the cost-effectiveness of the project/program compared to other projects/programs that address the need.

### *Regional Need*

Davis and the surrounding regions have a responsibility to the state to reduce emissions to 1990 levels by 2020. Due to the regional economic interdependence and geography of the valley, all residents will receive benefits from the reduction in VMT in the form of faster commutes, improved air quality, and safer streets.

Davis in particular has many commuters from Roseville, Woodland, Sacramento, Vacaville, Fairfield, and even the Bay Area, who are not able to travel the entire distance by bike. The BFB program will coordinate with Capital Corridor to encourage active transportation options for employees with long commutes by utilizing a combination of biking, walking, and riding the train or bus. Furthermore, encouraging those residents that live or work in Davis to choose active modes of transportation will free up limited parking space for drivers without alternative commute options.

### *Program Reproducibility*

Once a BFB program is established in Davis, local business best practices can be shared with other cities in the region. Outreach materials developed can easily be replicated and distributed to other communities. Once Davis has established a precedent for active travel modes for local commutes, more ambitious goals will be set to promote regional active commutes through increased cooperation and incentives across cities, such as promoting electric bicycle use for commutes that are not feasible with conventional bicycles and facilitating the development of the planned regional bikeshare program.

### *Cost-effectiveness of Program*

Although there are many options to reduce VMT, this program is by far the most cost-effective and relatively far-reaching. Some alternatives, by means of example, include:

- Charging for parking downtown
- Directly investing in bike infrastructure
- Levying a local tax on VMT

Each of these options would entail significant administrative, planning and design, and research costs as well as public discussion. Immediate infrastructure improvements are prohibitively costly and the benefits of individual projects would not be likely to reach such a significant portion of the population. (For example, one mile of class II bike lane striping would cost more than the budget for the entire proposed BFB program.) The BFB program has the added benefit of being less controversial as businesses can voluntarily opt to pursue BFB designation or not. Furthermore, the BFB program targets behavioral changes that will have longer-lasting impacts on the travel choices of participants regardless of their future living or work environments.

The target budget for this program is set at \$24,000, which will cover the costs of all aforementioned elements of the BFB program. Table 2 shows the estimated costs for specific programs and materials projected for the initial 13-month phase of the program.

**Table 2: Estimated costs for individual program elements**

| <i>Item</i>   | <i>Description</i>  | <i>Estimated Cost</i> |
|---|---|-----------------------|
| <i>Program Development &amp; Marketing</i>                | Development of BFB program brand, materials, and marketing strategy. Initial identification and engagement of participating local businesses. | \$6,000               |
| <i>Production Costs</i>                                   | Website, printing   | \$4,000               |
| <i>Participating Business Consultation &amp; Outreach</i> | Conduct safety trainings and presentations, provide application consultation, conduct workplace audits, and produce program progress reports  | \$12,000              |
| <i>Event Production &amp; Press Relations</i>             | Business Recognition Events; May is Bike Month & associated events.   | \$2,000               |
|   | <i>Total Estimated Program Cost</i>   | <b>\$24,000</b>       |

When considered on a per-business or per-individual basis, the benefits of this program are multiplicative. The intent of the program is to focus on businesses with fifty to one hundred employees, but, due to the size of most Davis companies, many smaller businesses will be affected too. Without yet knowing the exact number of employees at each of the participating businesses, Table 3 demonstrates the estimated impact of this program at various levels of outreach and participation. At the highest impact level, businesses that achieve BFB designation will positively affect the commutes of approximately 1,250 individuals – either through direct mode shifts or traffic improvements as a result of shifts in other individuals' travel behavior. The next level of impact will be those first 100 businesses contacted to initiate a process of bike-friendly improvements. Although they may not ultimately choose to strive for BFB designation, employee awareness and familiarity with biking routes and infrastructure will increase as a result of this initial outreach. The final impact level includes all businesses that will hear of the program but will not be directly approached in this initial developmental phase. This lowest level of outreach could positively influence an estimated 14,000 Davis employees at minimal cost.

**Table 3: Estimated cost per business and individual impacted by the BFB program**

| <i>Impact Level</i> | <i>Participation Level</i>  | <i>Program Cost</i> | <i>Businesses Involved</i> | <i>Avg. # of Employees (estimated)</i> | <i>Individuals Impacted</i> | <i>Cost per Benefiting Business</i> | <i>Cost per Commuter</i> |
|---------------------|-----------------------------|---------------------|----------------------------|--|-----------------------------|-------------------------------------|--------------------------|
| High                | BFB-designated employees    | \$24,000            | 50                         | 25                                     | 1,250                       | \$480                               | \$19                     |
| Medium              | Priority business employees | \$24,000            | 100                        | 25                                     | 2,500                       | \$240                               | \$10                     |
| Low                 | All Davis employees         | \$24,000            | 700                        | 20                                     | 14,000                      | \$34                                | \$2                      |



*Outreach*

Because employees of Davis businesses may live anywhere in the region, the development of a BFB program will impact populations in the surrounding areas that may not otherwise benefit from local bike programs such as Safe Routes to School or weekend bike festivals. To reach out to different types of travelers within Davis, this program will provide special incentives for seniors to bike or walk to work and shop. In particular, the City will work with the Senior Mobility Travel Training program<sup>iii</sup>, which helps seniors learn or relearn how to ride a bicycle and use the transit system, to remind and encourage senior residents to keep an active lifestyle while supporting their local community.

*Community Support*

The proposed BFB program has the support of the Yolo County TMA as well as that of the sustainable transportation advocacy group, Davis Bicycles!, which represents the interests of a diverse group of Davis residents. A letter of support from Davis Bicycles! is included in this grant application. Yolo TMA is aware of the City's intention to develop a BFB program and has demonstrated their support and interest in collaboration, as this pilot program will be replicable in other communities within Yolo County. Lastly, this program falls in line with the goals of Cool Davis, the objectives outlined in the 2012 Davis Climate Action Plan, and – most importantly – the general health and wellbeing of our community.

*References*

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<sup>i</sup> 2012 Davis Community Wide Greenhouse Gas Inventory Update. (<http://city-council.cityofdavis.org/Media/Default/Documents/PDF/CityCouncil/CouncilMeetings/Agendas/20130326/06G-2012-Greenhouse-Gas-Emissions-Update.pdf>)

<sup>ii</sup> *ibid*

<sup>iii</sup> <http://community-development.cityofdavis.org/travel-training-program>



September 26, 2013

Sabrina Bradbury  
Tier II Funding Grant Application Program  
Sacramento Area Council of Governments  
1415 L Street, Suite 300  
Sacramento, CA 95814

RE: Davis Bicycle Friendly Business Program Endorsement

Dear Ms. Bradbury,

Davis Bicycles! is very pleased to strongly endorse and support the City of Davis' plans to develop a "Bicycle Friendly Business Program" with the financial help of the SACOG Tier II Funding grant program. The entire Board of Directors is very excited about the opportunity to encourage healthier and safer travel choices in the local community.

The City's plan to create Bike Friendly Businesses Districts will be a key component of transforming Davis into a healthier and more livable community. This program will improve traffic circulation and safety, encourage walking, biking and transit use, and reduce greenhouse gas emissions, while underscoring the economic and environmental value of working and shopping locally.

We fully support the development of a Bicycle Friendly Business and Business Districts program in this application. We see this as an important opportunity for the city and the business community to demonstrate their commitment to making our streets safer and more inviting for commuters of active travel modes.

Davis Bicycles! looks forward to participating in the BFB program and is enthusiastic about helping shape the outcome as it will support the City's goals as well as our organization's goals. Davis Bicycles! overwhelmingly supports this program and we sincerely appreciate the possible support of the SACOG Tier II Funding grant.

Sincerely,

Mont Hubbard,  
President  
Davis Bicycles!