

Being Efficient with the Money we
have?

What are we going to do next?

Jack E Hirt

The Bicycle Federation of WI

jack@bfw.org

Money, Money, Money

- We always could use more money for our cause, but in Wisconsin, we've tried to make the best of what we have
- Where our money has come from for Bicycling efforts
- How we have had to be efficient with our money to make the best of it

Contracting Work within a Non-Profit

- Serves as a healthy revenue source
- Great Marketing Tool
- Spread's our Mission
- Builds membership
- Creates local advocates within local Government
- Examples:
 - Bike Plans, Feasibility Studies, PR campaigns, Bicycle Maps, Educations classes – SRTS, Trail Building

Uses of the BFC program


- An education use
- An engineering use
- An encouragement use
- An evaluation use
- An enforcement use

The Small Town Example

Green Lake, WI

- Where and why did they start?
 - Weekend tourism traffic – a solution
- Making the sale
 - Grants are available for assistance, but
- How would a Bike Plan help?
 - Educates the public and government employees and officials on the whole package
 - Gives the City an advocacy tool to use within the city itself and with the WisDOT
 - Hopefully brings contracting work back to the Bike Advocacy organization – sustaining revenue

Green Lake, WI Today

- Adopted Bike Plan
- Trail project include with WisDOT Highway re-construction
- Awarded a \$500,000 TE Grant
- Installed all 6 miles of signed bike routes recommended in the plan (\$4,000)
- Installed 30 bike parking spots (schools, downtown, parks, library)
- Created a local champion advocate
- Started Bike Walk Green Lake – 501(c)3
-  All started with a \$7,000 bike plan contract

The Big City Example

Milwaukee, WI

- Where they started from in 2005
 - Money was always going to be tight, so we need the biggest return we can
- Three groups of people
 - Those that will bike no matter (advocates, messengers)
 - Those that can accept the idea but need a little help to ease their perception of safety (active people, environmental folks, green conscious people)
 - Those that can be sold on the idea, but need a LOT to ease their perception of safety (recreational trail riders)

What Programs have been completed from 2005-2009

- Publicity Plan and Branding “**Milwaukee by Bike**” **\$15,000**
- On and Off-street Feasibility Studies **\$70,000**
- Bike Map (100,000 maps) **\$50,000**
- Bike to Work Weeks **\$60,000**
- Bicycle Route Network -30mi **\$150,000**
- Bicycle Lane Network – 47Mi **\$200,000**
- Bicycle Parking Project – 2000 racks **\$200,000**
- Total**
= \$745,000

What is the Result? What Worked?

- From 2007-2008 Nationally Bicycling was up 6%, in Milwaukee bicycling was up **30%**
- What worked? (from Bike Plan Work)
 - Bike Map
 - Bike Lanes

What's Next?

- Complete Bike Lane network
 - \$800,000 to stripe 100 miles of Bike Lane
 - \$100,000 to update/complete Bike Plan
- Should take care of the first two groups of cyclists.

How to reach that third group?

- Bike Boulevards
- Off-Street Trails
- Raised Bike Lanes

Where has the Money come From?

- TE
- CMAQ



These funding sources do not fund Bike Planning and Maintenance

Where will money come from in the Future? What do we need it for?

- TE and CMAQ – addresses construction, reaching that 3rd group of people
- What about Bike Planning? **-BPFF**
- What about Maintenance? **-Gas Tax
Diversion**

Summary of Milwaukee

- \$745,000 – funded programs, plans, and construction of facilities to create a 30% increase!!!
- Bike Fed gains operating revenue from serving as the lead contractor for:
 - Feasibility studies
 - Bike to Work Week
 - Bike Map creation
 - Now a new Bike Plan

Summary

- We have a source to Fund Bike Plans
- Bike Plans fund the Bike Fed of WI
- Still have TE and CMAQ to fund new construction (3rd Group)
- Gas Tax Diversion???? (need to maintain the 1st and 2nd groups)
- Take this process from City to City until Bicyclists dominate Wisconsin!

Conclusion

- Being efficient with the money we have.



\$745,000 – 30% increase in cycling = 77,000 trips per day

- What are we going to do next?



More planning contract work funded by BPF

Create a bike facility maintenance fund

Get more MONEY