



Funding Award and Acceptance Letter

April 24, 2013

Project Leader: Amelia Neptune
Project Team: Morgan Johnston, Ken Sutto
Project: Bicycle Education & Encouragement Campaign

Re: Sustainable Campus Environment Fee – Award Recommendation

Dear Amelia Neptune:

On behalf of the University of Illinois at Urbana-Champaign Student Sustainability Committee (SSC), we would like to thank you for considering the funds raised by the Sustainable Campus Environment Fee to implement a project that improves the sustainability of our campus.

SSC is pleased to inform you that we are recommending to the Center for a Sustainable Environment that the Bicycle Education & Encouragement Campaign project receive **\$26,280 in grant funding** for the project as outlined in the application.

In order to remain eligible for this award, you must agree to the following conditions:

1. All funds must be spent by June 30, 2014.
2. A final report of all work completed should be provided by July 31, 2014.
3. Project status updates and detailed account statements must be provided at the end of each semester until the project is completed.
4. Each project is required to fulfill some kind of outreach component which may require a poster submittal, videos, photos, etc. The project applicant will work with SSC to determine the best form of outreach.
5. Any substantial modifications to project scope, budget, or timeline must first be approved by SSC.
6. All projects will be expected to follow campus policies and procedures as well as any applicable State and Federal laws.
7. SSC reserves the right to revoke funding if the project does not comply with the terms and conditions outlined in this letter.

If you agree to the terms and conditions for the funding, please sign on the designated line at the bottom of this letter. If you have any questions regarding these requirements please contact the SSC Program Advisor, McKenzie Beverage, at mbeverag@illinois.edu. You will be notified when the Center for a Sustainable Environment officially approves this project. Again, thank you for your interest in improving the sustainability of the University of Illinois at Urbana-Champaign. We look forward to working with you in the future.

SSC Signatories

Marika Nell
Chair, Student Sustainability Committee

Teresa Tousignant
Treasurer, Student Sustainability Committee

Awardee Signatory

Amelia Neptune
Transportation Demand Management, Facilities & Services

Center for a Sustainable Environment Signatory

Pradeep Khanna, Associate Chancellor
Acting Director, Center for a Sustainable Environment



Project Information

Project: Bicycle Education & Encouragement Campaign

Funding Source: Sustainable Campus Environment Fee

Funding Amount: \$26,280

Award Code: 1-303692-701012-701037-701AJN

Receiving Campus Unit: Transportation Demand Mgmt, Facilities & Services

Unit Financial Contact: Morgan Johnston

E-mail: mbjohnst@illinois.edu **Phone:** 217-333-2668

Primary Contact Person: Amelia Neptune

E-mail: aneptune@illinois.edu **Phone:** 217-300-1316

Applicant Project Description:

To achieve the University's iCAP goal to reduce transportation emissions by 50% in 2025, the campus should encourage and promote bicycle ridership through every means possible. As the 2012 Bike Sharing Feasibility Study found, the two largest barriers to increasing bike ridership on campus are degraded infrastructure and lack of bicycle education. Facilities & Services is working to address the campus' infrastructure problems through the recently updated 2013 Campus Bike Plan, and will begin implementation of that plan this summer with a number of new infrastructure projects. The educational component of bike ridership is equally important, and the 2013 Campus Bike Plan also makes recommendations to increase bicycle education and encouragements efforts on campus.

This project will launch a new increased effort to promote bicycles as a viable form of transportation, increase the safety of existing and future cyclists, and improve the perceptions of bicycles on this campus. While many existing bike educational efforts only target existing bicycle riders, this project strives to inspire behavioral change by converting more people into bicycle riders and supporters. This project will include a number of tactics, including events, courses, interactive contests and challenges, videos, printed & digital signage & materials, social media, and advertisements to reach and engage as many students as possible.

The enclosed attachments provide an overview and timeline of the specific tactics being planned, and additional new ideas can be incorporated throughout the year. The project budget has been designed to provide as much detail as possible while still allowing for flexibility if new opportunities or innovative ideas are presented during the year.

The ultimate goal of this project is to convince more students to use bikes as their primary mode of transportation, by promoting bikes as a feasible, safe, and convenient alternative to motor vehicles. In the first year of this campaign, we will aim to effectively reach 100% of the students living on campus, as well as over 50% of all students who live off-campus, with a particular emphasis on new and international students, both on and off campus. We also hope to lay the foundation for long-term, ongoing educational and encouragement efforts that can easily and affordably be replicated annually to reach new incoming students, as well as to remind returning students about the benefits of bicycling.