



**Meeting Date:** January 27, 2014  
**Agenda Item:** #5g

**Mission Statement**

To provide our residents with a safe, friendly, attractive and active community by aggressively pursuing innovative ways to deliver valuable services.

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**VILLAGE BOARD STAFF REPORT**

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**REPORT TO:** President Burt McIntyre and Board

**REPORT FROM:** David L. Wiese, Executive Director of Community Development

**AGENDA ITEM:** **Review and take action on WE BIKE proposal to implement the Safe Routes to School Non-Infrastructure Grant**

**ACTION REQUESTED:**  Ordinance  Resolution  Motion  Receive/File

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**POLICY ISSUE**

Should the Village Board approve the Request for Proposal to hire WE BIKE to implement the Safe Routes to School Non-Infrastructure Grant?

**RECOMMENDED ACTION:**

“Motion to hire WE BIKE to implement the Non-Infrastructure Grant at an amount not to exceed \$25,000. “

**FISCAL IMPACT:**

- |                              |  |
|------------------------------|--|
| 1. Is There A Fiscal Impact? | <u>Yes</u>                                 |
| 2. Is it Currently Budgeted? | <u>Yes</u>                                 |
| 3. If Budgeted, Which Line?  | <u>GRANT RECEIVED FOR \$25,000 in 2010</u> |

**BACKGROUND INFORMATION**

Safe Routes to School (SRTS) programs encourage children in grades K-8 to walk and bike to school by creating safer walking and biking routes. These programs were initially funded through the revised federal transportation act, SAFETEA-LU, which was signed into law on

August 10, 2005. This legislation provided funding to state departments of transportation to create and administer SRTS programs. SRTS programs improve walking and biking travel options, promote healthier lifestyles in children at an early age, and decrease auto-related emissions near schools. The Village of Howard was one of the first communities in the State to receive a Safe Routes to School Grant. The Village has received over \$600,000 in grants to install sidewalk in and around the existing schools since 2007. Included in the 2010 grant application the Village of Howard applied for a \$25,000 non-infrastructure grant.

### **Non-Infrastructure**

The built environment isn't the only part of the solution. There are many other barriers in parents' minds– stranger danger, distance, convenience, traffic safety, time, and habits – to name a few. Non-infrastructure techniques can help to overcome these barriers.

Within the non-infrastructure “E’s” (evaluation, education, encouragement, and enforcement) it is crucial to have organized programs that support walking and bicycling to school and provide safe, convenient ways to do so – e.g., walking school buses, bicycle trains, enforcement of speed laws, traffic safety education and skill building, promotional activities, and other programs that bring parents and children together to walk as a group. These programs also help to:

- Address stranger danger and traffic safety concerns by having adults walk and bicycle with groups of children,
- Cut down on potential crime and bullying with more eyes and more people on the street who are organized groups, and
- Reduce the probability of traffic collisions with parents helping kids cross streets, and providing children with skills and knowledge of traffic safety.

The Village of Howard put out a Request for Proposal on December 13, 2013 and they were due on January 3, 2014. The proposed scope included the following:

### **Description of Scope of Work**

The proposal should describe the consultant's approach to completing each of the tasks outlined below. The proposal should provide sufficient detail to enable the selection committee to thoroughly evaluate and compare it with other proposals. The proposal should closely follow the format of the Scope of Work. It should include the following information and any other material/ideas your firm believes is pertinent to this project.

All products developed will become property of the Wisconsin Department of Transportation (WisDOT), the Federal Highway Administration (FHWA), and the Village of Howard.

- a. Evaluation: Survey to Determine Effectiveness and Make Recommendations**
  - 1. Conduct Pre-project Surveys**

Conduct pre-project surveys to evaluate the current situation and establish a baseline from which to measure the effectiveness of the project. These surveys should primarily assess walking and biking in the vicinity of the facility improvements. Any broader, community-wide assessment is beneficial but secondary in importance.

**2. Conduct Post-project Surveys**

Conduct post-project surveys and compare those results with the pre-project surveys. Analyze the differences and develop recommendations of how the Village of Howard and Howard-Suamico School District can continue efforts to improve walking and biking. Recommendations should be compiled so educational, encouragement and enforcement aspects of the Safe Routes to School Plan can be refined where necessary to ensure effectiveness, consistency and sustainability.

**b. Educate and Enforce: Develop and Implement an Education Plan**

The consultant will develop and implement a quality, comprehensive education plan that improves the walking and bicycling knowledge and skills of students (grades 1-8) and those who educate, protect and interact with them (teachers, parents, law enforcement officers and residents). Educational efforts in the program will be geared toward these target audiences and be delivered in a manner suited to their specific needs, primarily in and around schools.

Education should include a coordinated series of training and “teach-the-teacher” sessions for each adult group - school staff/teachers, law enforcement and parents. Some of these sessions should be open to village residents and motorists in general. Conducting “teach-the-teacher” training with school Physical Education teachers to create an annual safe walking/biking unit will help ensure continuation of the education efforts. Students should be educated via a multitude of various classroom presentations, school assemblies, special events (Bike Month, Bike/Walk to School Days) and training sessions resulting from the “teach-the-teacher” adult training sessions.

The consultant will work with law enforcement to develop effective and consistent enforcement measures to help ensure safety, yet continue to encourage walking and biking. The consultant must make students, parents and school staff aware of such measures.

**c. Encourage: Promote Walking and Biking**

**1. Help Further Develop and Implement a Communication Plan**

The consultant must help further develop and implement a communication plan regarding improved school and park facilities. The selected consultant must address various target audiences utilizing various communication methods. Brochures, promotional handouts, videos, and online website or Facebook postings are a few examples of communication tools that the consultant should utilize.

The consultant is expected to attend two Village Board meetings and two School Board meetings. These would occur near the start and end of the project.

The communication plan should be sustainable so communications can continue after the consultant's work is done. The plan must take into consideration school district and village resources available to continue the communication effort.

## **2. Develop Special Events to Promote Walking and Biking**

As mentioned in the Education section, the consultant should plan special events around opportunities such as Bike Month and Walk/Bike to School days. Community-wide events (e.g. a high school football game, a park event) are available to promote safe walking/biking by conducting a short presentation or "advertisement" and distributing information and promotional materials.

Resources are available in the Village's SRTS award to provide awards, prizes, rewards and giveaways around special events, activities and contests developed by the consultant.

### **d. Design and Develop Supporting Resources**

Design and/or develop resources such as documents, guidebooks and toolkits for education and enforcement efforts. Design and/or develop informational and promotional materials and handouts/giveaways.

Resources are available in the Village's SRTS award for printing and to purchase give-away items.

Staff received one proposal from Peter Flucke of WE BIKE. WE Bike specializes in pedestrian and bicycle consulting.

### **PREVIOUS ACTION**

The Village Board approved the grant application to apply for funds in 2009.

### **ATTACHMENTS:**

- I. Request for Proposal**
- II. WE BIKE Proposal**

ATTACHMENT I

Village of Howard – Non-infrastructure SRTS

**Proposals due:** No later than 3:00 p.m. (CST) on Friday, January 3, 2014

**Date of Issuance:** Friday, December 13, 2013

*Request for  
Proposals:*  
Village of Howard  
**Non-  
infrastructure  
SRTS Project**



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## **I. Background**

### **a. About the Safe Routes to School Program**

The Safe Routes to School (SRTS) Program encourages children in grades K-8 to walk and bike to school by creating safer walking and biking routes. This program is funded through the revised Federal Transportation Act, which in turn provides funding to state departments of transportation. SRTS projects improve walking and biking travel options, promote healthier lifestyles in children at an early age and decrease auto-related emissions near schools.

### **b. About the Village of Howard's Non-infrastructure Safe Routes to School Project**

The purpose of the Village of Howard's SRTS project is to promote safe walking and biking by improving facilities at or around several schools, while providing school and community-wide education to pedestrians, bicyclist and motorists to support these improved facilities. The project will eliminate perceived and actual safety barriers that prevent more students from walking and biking to school. Improvement impacts will spread throughout the community, beyond the schools and their students. Village of Howard SRTS efforts will help create a walking and bicycling environment that is safer and more enjoyable for everyone. Howard's SRTS is funded by a federal Wisconsin Department of Transportation (WisDOT) award so the project must meet the applicable federal requirements.

## **II. Purpose**

The purpose of this aspect of the Village of Howard SRTS project is to develop education, encouragement, enforcement and evaluation (4 of the 5 Es) activities focusing on the improved facilities scheduled for construction around local schools, particularly those along Lineville Road. Tangential benefit to the community is possible and expected since this project improves pedestrian accessibility in heavy traffic areas. This broader, community-wide impact on safe biking and walking is a secondary goal of the project.

In addition to working with the Howard-Suamico School District staff and parents, the consultant will have to work with other stakeholders such as the Brown County Sheriff's Department and the appropriate Village of Howard staff.

## **III. Description of Scope of Work**

The proposal should describe the consultant's approach to completing each of the tasks outlined below. The proposal should provide sufficient detail to enable the selection committee to thoroughly evaluate and compare it with other proposals. The proposal should closely follow the format of the Scope of Work. It should include the following information and any other material/ideas your firm believes is pertinent to this project.

All products developed will become property of the Wisconsin Department of Transportation (WisDOT), the Federal Highway Administration (FHWA), and the Village of Howard.

**a. Evaluation: Survey to Determine Effectiveness and Make Recommendations**

**1. Conduct Pre-project Surveys**

Conduct pre-project surveys to evaluate the current situation and establish a baseline from which to measure the effectiveness of the project. These surveys should primarily assess walking and biking in the vicinity of the facility improvements. Any broader, community-wide assessment is beneficial but secondary in importance.

**2. Conduct Post-project Surveys**

Conduct post-project surveys and compare those results with the pre-project surveys. Analyze the differences and develop recommendations of how the Village of Howard and Howard-Suamico School District can continue efforts to improve walking and biking. Recommendations should be compiled so educational, encouragement and enforcement aspects of the Safe Routes to School Plan can be refined where necessary to ensure effectiveness, consistency and sustainability.

**b. Educate and Enforce: Develop and Implement an Education Plan**

The consultant will develop and implement a quality, comprehensive education plan that improves the walking and bicycling knowledge and skills of students (grades 1-8) and those who educate, protect and interact with them (teachers, parents, law enforcement officers and residents). Educational efforts in the program will be geared toward these target audiences and be delivered in a manner suited to their specific needs, primarily in and around schools.

Education should include a coordinated series of training and “teach-the-teacher” sessions for each adult group - school staff/teachers, law enforcement and parents. Some of these sessions should be open to village residents and motorists in general. Conducting “teach-the-teacher” training with school Physical Education teachers to create an annual safe walking/biking unit will help ensure continuation of the education efforts. Students should be educated via a multitude of various classroom presentations, school assemblies, special events (Bike Month, Bike/Walk to School Days) and training sessions resulting from the “teach-the-teacher” adult training sessions.

The consultant will work with law enforcement to develop effective and consistent enforcement measures to help ensure safety, yet continue to encourage walking and biking. The consultant must make students, parents and school staff aware of such measures.

**c. Encourage: Promote Walking and Biking**

**1. Help Further Develop and Implement a Communication Plan**

The consultant must help further develop and implement a communication plan regarding improved school and park facilities. The selected consultant must address various target audiences utilizing various communication methods. Brochures, promotional handouts, videos, and online website or Facebook postings are a few

examples of communication tools that the consultant should utilize.

The consultant is expected to attend two Village Board meetings and two School Board meetings. These would occur near the start and end of the project.

The communication plan should be sustainable so communications can continue after the consultant's work is done. The plan must take into consideration school district and village resources available to continue the communication effort.

## **2. Develop Special Events to Promote Walking and Biking**

As mentioned in the Education section, the consultant should plan special events around opportunities such as Bike Month and Walk/Bike to School days. Community-wide events (e.g. a high school football game, a park event) are available to promote safe walking/biking by conducting a short presentation or "advertisement" and distributing information and promotional materials.

Resources are available in the Village's SRTS award to provide awards, prizes, rewards and giveaways around special events, activities and contests developed by the consultant.

## **d. Design and Develop Supporting Resources**

Design and/or develop resources such as documents, guidebooks and toolkits for education and enforcement efforts. Design and/or develop informational and promotional materials and handouts/giveaways.

Resources are available in the Village's SRTS award for printing and to purchase give-away items.

## **IV. Project Timeline**

The project shall be undertaken between January, 2014 and December 31, 2014. The project timeline can be modified upon mutual approval between the selected consultant and the contracting authority, pending approval from WisDOT.

## **V. Proposer Solutions for Contract Requirements**

### **a. Approach (300 possible points)**

Indicate how you would approach and implement this project based on the elements included in Item III.

### **b. Timeline/Work Plan (150 possible points)**

Provide an overall project timeline that specifies milestones for all tasks and key sub-tasks.

The project shall be undertaken between January, 2014 and December 31, 2014. The project timeline can be modified and upon mutual approval between the selected consultant and the contracting authority.

**c. Organization Capabilities (200 possible points)**

Describe your firm’s experience and capabilities developing similar programs. Identify your firm’s experience with bicycle, pedestrian and motorist issues, programs aimed at educating and engaging youth and communities or any other comparable projects. Include your experience working with Grade 1-8 students, schools and their staff, law enforcement, parents, boards/committees and the general public.

**d. Staff Qualifications (100 possible points)**

Identify staff in your company who will be assigned to fulfill the contract requirements. Provide details regarding who will be the contract manager(s), etc. Provide resumes describing the educational and work experiences for each of the staff who would be assigned to the project. Provide details regarding subcontracts, if any, that would be used and what services they would perform.

**e. References (50 possible points)**

Provide three (3) references of individuals/agencies with contact information (i.e. phone numbers and e-mail) who can attest to your firm’s ability to undertake and complete this project.

**VI. Desired and Value-added Capabilities and Solutions**

Proposers are encouraged to exceed mandatory requirements and should state any value-added solutions in your response.

The following desired feature will be scored based on their value to the project and to the Village of Howard:

**a. Innovative Approaches/Ideas (50 possible points)**

Describe innovative approaches your firm would take in working on this project or additional items that would complement the approaches outlined.

**b. Experience with Safe Routes to School Projects (50 possible points)**

Describe your experience with Safe Routes to School projects.

**VII. Consultant Selection Procedure**

**a. Evaluation and Scoring of Proposals**

Accepted proposals will be reviewed by a review team made up of, but not limited to, representatives from the Village of Howard, a representative from the Brown County Sheriff’s Department, and a representative from the Howard-Suamico School District. The proposals will be scored using the following criteria:

Approach	300 pts.
Timeline/Work Plan	150 pts.
Organization Capabilities	200 pts.
Staff Qualifications	100 pts.
References	50 pts.
Innovative Approaches/Ideas	50 pts.
Experience with Safe Routes to Schools Projects	50 pts.
Budget (*see Item VIII – Submission of Proposals)	100 pts.
<b>Total Points</b>	<b>1,000 pts.</b>

**b. Estimated Schedule of Events (preliminary and subject to change)**

RFP Released (on VendorNet, <a href="http://www.villageofhoward.com">www.villageofhoward.com</a> , and EastCentralSRTS.org):	December 13, 2013
Proposal Due Date:	January 3, 2014
Period for Evaluation & Selection:	January 6, 2014 through January 23, 2014
Contract Negotiations:	January 24, 2014 through February 4, 2014
Approval of Contract:	February 10, 2014

**VIII. Submission of Proposals**

**a. General Instructions**

The evaluation and selection of a contractor will be based on the information submitted in the proposal plus references and any required interviews/presentations or demonstrations. Proposers should respond clearly and completely to all requirements. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a proposal.

Elaborate proposals (e.g. expensive artwork), beyond that sufficient to present a complete and effective proposal, are not necessary or desired.

Contractors must submit questions in writing or email to the Contact Person in section XI. All questions must be submitted by the date mentioned in section VII - 'Estimated Schedule of Events'.

**b. Incurring Costs**

The Village of Howard is not liable for any costs incurred by parties replying to this RFP.

**c. Separate Envelope - Cost Proposals**

Provide cost information as detailed in this RFP. All costs, as requested, for furnishing the product(s) and/or services must be included in this proposal. No mention of the cost proposal may be made in the response to the general, technical, performance, or support requirements of the RFP.

The proposed budget will be scored separately from the other criteria as described in Item VII. The proposed budget will be 10% (i.e. 100 points) of the overall score and will be reviewed by the Village of Howard once the selection committee has selected a contractor.

The cost proposal **must** be submitted in a separate envelope within the written proposal package. All prices must be quoted in U.S. Dollars.

The Village of Howard will score the cost proposals by prorating with the lowest cost proposal given the highest score. The formula is as follows: Calculation of points awarded to subsequent proposals will use the lowest dollar proposal amount as a constant numerator and the dollar amount of the firm being scored as the denominator. This number is then multiplied by the number of points given to the cost section of the RFP, resulting in the cost proposal score.

$$\begin{array}{l} \text{Lowest Proposed Cost} \\ \text{according to } \underline{\hspace{2cm}} \text{ (constant)} \\ \text{proposal being scored)} \\ \text{Other Proposer's Costs} \end{array} \quad \begin{array}{l} \text{Maximum} \\ \text{x} \\ \text{given to cost} \end{array} \quad \begin{array}{l} \text{Score (varies} \\ \text{evaluation points} \\ \text{=} \end{array}$$

Applicants must submit **five (5) printed copies and a .pdf version** of all materials no later than **Friday, January 3, 2013 at 3:00 p.m. (CST)**. Proposals shall be addressed to:

Dave Wiese, Community Development Director  
Howard Village Hall  
2456 Glendale Ave.  
Howard, WI 54313  
Phone: 920-434-4640  
Fax: 920-434-4643

Email: [dwiese@villageofhoward.com](mailto:dwiese@villageofhoward.com)  
Website: [www.villageofhoward.com](http://www.villageofhoward.com)

The words **Village of Howard – Non-infrastructure SRTS Project** should be clearly written on the envelope and in the subject line of the e-mail.

## **IX. Acceptance of Proposal Content**

By submitting a proposal, the proposer agrees that all or portions of the proposals contents may become part of a contract, if accepted, and the Village of Howard will reject any proposal submitted by a proposer who does not accept this condition.

## **X. Contract Negotiations**

The Village of Howard reserves the right to negotiate the award and conditions of the proposal prior to entering into a written agreement.

## **XI. Contact Person**

Questions regarding this RFP should be directed to:

Dave Wiese, Community Development Director  
Howard Village Hall  
2456 Glendale Ave.  
Howard, WI 54313  
Phone: 920-434-4640  
Fax: 920-434-4643  
Email: [dwiese@villageofhoward.com](mailto:dwiese@villageofhoward.com)  
Website: [www.villageofhoward.com](http://www.villageofhoward.com)

## **XII. Proprietary Information**

Any restrictions on the use of data in the proposal must be clearly stated. All proposals and products, unless otherwise noted, become property of the Village of Howard and WisDOT. All submitted proposals and information included therein or attached thereto shall become public record upon opening of proposals.

## **XIII. Nondiscrimination and Equal Opportunity**

As a recipient and sub recipient of state and federal funds, the Village of Howard complies with State of Wisconsin and Federal Equal Opportunity Regulations (s. 16.765, Wis. Stats., s.51.01(5), Wis. Stats.; Section 109 of the Housing and Community Development Act of 1974). The Village of Howard also complies with Title VI of the Civil Rights Act of 1964, and the Civil Rights Restoration Act of 1987 (P.L. 100.259). Any contract resulting from this RFP shall contain provisions referencing the village's and the contractor's compliance with these regulations.

The Village of Howard has also complied with Title 15: Commerce and Foreign Trade, Section 24.36(e) regarding affirmative steps to encourage small and minority firms, women's business enterprise and labor surplus area firms to respond to this RFP.

The Commission shall provide a copy of its Affirmative Action Plan to prospective proposers, if requested.

#### **XIV. Applicability of Federal Regulations**

The selected contractor shall comply with all applicable terms and conditions of the Village of Howard's Non-infrastructure Safe Routes to School state-municipal agreement with WisDOT. Such conditions shall be outlined in contract documents, which require approval by Wisconsin Department of Transportation prior to execution.

#### **XV. Insurance and Hold Harmless**

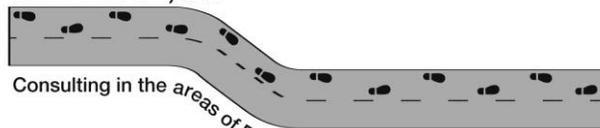
Per the Village of Howard's Competitive Bid Policy, the successful proposer, at the discretion of The Howard Village Administrator, may be required to provide insurance. If required, this would be made part of the contract. In addition, "hold harmless" provisions will be contained in the contract with the successful proposer.



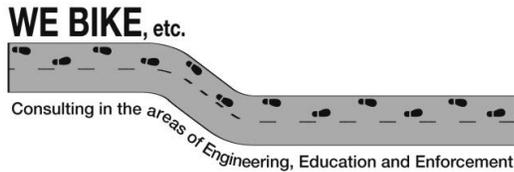
# Village of Howard Non-infrastructure SRTS Project

Proposal by

**WE BIKE, etc.**



Consulting in the areas of Engineering, Education and Enforcement



WE BIKE, etc., LLC  
1144 Hawthorn Road  
Green Bay, WI 54313  
www.webike.org  
peter@webike.org  
(920) 497-3196

January 3, 2014

Mr. Dave Wiese  
Community Development Director  
Howard Village Hall  
2456 Glendale Ave.  
Howard, WI 54313

Dear Mr. Wiese,

WE BIKE, etc., LLC is pleased to submit the attached proposal for the Village of Howard Non-infrastructure SRTS Project.

We are confident that we have the expertise and qualifications the Village is looking for to complete this project in a professional and timely manner. We would be very excited to be a part of improving the quality of life for students and the greater Village community through improved pedestrian and bicycle safety education, enforcement and encouragement.

WE BIKE has more than 20 years of training and experience working to improve pedestrian and bicyclist safety and enjoyment, both locally and nationally. Currently, WE BIKE is working on the Ashwaubenon School District's Valley View SRTS Project. This project, as with yours, seeks to improve the quality of life for students, and the greater Village community through improved pedestrian and bicycle safety education, enforcement and encouragement.

I look forward to discussing our proposal with you at your earliest convenience.

Best regards,

A handwritten signature in black ink, appearing to read "Peter Flucke", written in a cursive style.

Peter Flucke  
President

## **V. Proposer Solutions for Contract Requirements**

### **a. Approach (300 points)**

We know the benefits of walking and bicycling are tremendous: improved health and fitness, decreased traffic congestion, a cost effective means of transportation, protecting the environment and strengthening our social fiber. Unfortunately, citizens do not walk and bicycle when they are afraid. Fear of crime and fear of traffic injuries are major deterrents to walking and bicycling. Fears may be real or imagined, but the results are the same. All of this is particularly true when it comes to our children.

The presence and number of pedestrians and bicyclists in a community is a strong indicator of the health and welfare of the community. Pedestrians and bicyclists, especially children, are the “least common denominator” in the transportation system and a critical part of a balanced transportation system.

Engineering, Education, Enforcement, Encouragement and Evaluation are the main components of any successful Safe Routes to School Program. The first three, engineering, education and enforcement, are sometimes referred to as The Highway Safety Triangle. This model for improving traffic safety has proven itself to be effective for many years. The “3E’s” all contribute directly to traffic safety, including that of pedestrians and bicyclists. Proper roadway engineering creates safe and enjoyable places for people to walk and bicycle. This is critical to protecting these users and increasing their numbers. Education is important to maximizing the use of these facilities and improving their safety. The enforcement of traffic laws is critical to protecting law abiding users from those users who operate in an unsafe manner. Two additional E’s - Encouragement and Evaluation - help to ensure a successful program. After years of minimal walking and bicycling activity in the community, it is necessary to promote walking and bicycling to achieve increased usage. Evaluation efforts help to determine the direction and effectiveness of the program.

Based on local, regional and national pedestrian and bicycle crash data and state of the art interventions, WE BIKE will develop a program to address Safe Routes to School needs in the areas of education, enforcement, encouragement and evaluation. In order to maximize the effectiveness and sustainability of this program, the entire community will need to be involved.

#### **Evaluation**

Evaluation efforts help to determine the current situation, direction and effectiveness of the project. Initial evaluations establish a baseline for the project and help to refine the project’s approach. Without this baseline it would be impossible to determine the effectiveness of the project.

Survey tools developed and refined by the National Center for Safe Routes to School (<http://www.saferoutesinfo.org/data-central/evaluation-tools>) have proven to be efficient and

effective over time. WE BIKE plans to use these survey tools, along with prior evaluation efforts (e.g. *Howard-Suamico School District Safe Routes to School Plan, 2009*), professional judgment and citizen input, as the cornerstone of our evaluation process. Data collected will be analyzed and recommendations developed as to how the Village of Howard and Howard-Suamico School District can continue to improve conditions for walking and bicycling. Recommendations will address the “5E’s”, focusing on schools, prior and future facility improvement areas, so all “...aspects of the Safe Routes to School Plan can be refined where necessary to ensure effectiveness, consistency and sustainability.”

WE BIKE has experience working with these tools as part of both the Green Bay and Ashwaubenon School District Safe Routes to School Projects.

The student *Travel Tally* and *Parent Survey About Walking and Biking to School* from the National Center for Safe Routes to School will be administered on the following schedules:

### **1. Conduct Pre-project Surveys**

- April 2014 - Baseline

### **2. Conduct Post-project Surveys**

- October 2014 - Final evaluation

## **Education & Enforcement**

Education is important to maximizing the use of pedestrian and bicycle facilities and improving their safety. The enforcement of traffic laws is critical to protecting law abiding citizens from those users who operate in an unsafe manner. If we do not educate people about how they should behave to improve pedestrian and bicycle safety, and we do not enforce the laws governing safety, why should we be surprised if people do not do what they should?

## **Education**

Students (grades 1-8) will be the main focus of WE BIKE’s educational efforts for this project however, educating students alone about walking and bicycle safety is not enough. Student safety depends not only on their behavior but also on the behavior of those with whom they interact (e.g. teachers, parents, law enforcement officers and residents). WE BIKE will develop a quality, comprehensive, community-wide, *Pedestrian and Bicycle Safety Education Plan* that will improve the knowledge and skills of all those who use the greater transportation system. The following educational approaches will be used by WE BIKE:

*(Note: All approaches will be approved by and coordinated with the appropriate teachers, principals, School District and Village officials to ensure they are integrated as seamlessly as possible into existing policies, procedures and schedules.)*

**School assemblies** - Two half-hour, all school, assemblies will be presented by WE BIKE staff at all schools covered by the grant (grades 1-8). Assemblies are intended to provide the

knowledge base necessary for students to walk and bicycle safely. The first assembly will focus on bicyclist safety and the second on pedestrian safety.

WE BIKE has conducted similar school assemblies in the Green Bay and Ashwaubenon School Districts in the past.

**Physical education classes** - Two half-hour classes will be taught by WE BIKE staff for all physical education classes in grades 1-8. These classes will be designed so students can practice skills necessary to walk and bicycle safely and will include as much physical activity as possible. The first set of classes will focus on bicyclist safety and the second on pedestrian safety. WE BIKE staff will work closely with Physical Education teachers to prepare and assist them in creating an annual safe walking and bicycling unit. This will help ensure the continuation of educational efforts.

WE BIKE has conducted similar physical education classes in the past with the Green Bay and Ashwaubenon School Districts.

Primary audience: Students grades 1-8  
Secondary audience: Teachers grades 1-8  
2014: April, September

**Special events** (Bike and Walk to School Days, football games, park related) - Special events encouraging walking and bicycling will be conducted community wide with special attention being paid to students in grades 1-8.

Primary audience: Students grades 1-8  
Secondary audience: Students grades 9-12, teachers, parents, law enforcement officers, residents  
2014: May, September, October

**Website Resources** - WE BIKE will work with the Village of Howard and the Howard-Suamico School District to provide pedestrian and bicycle resources and safety tips through pages, including Facebook, on their existing Websites.

Primary audience: Students, teachers, parents, law enforcement officers, residents  
2014: February - December

**“Teach-the-teacher” workshops** - As the primary educators of our students, teachers need to be well versed in pedestrian and bicycle safety. These workshops will be tailored to the specific needs of the teachers (e.g. classroom, physical education, school, grade level, specific responsibilities). Existing courses such as Teaching Safe Bicycling (WisDOT & WE BIKE), Traffic Skills 101 & Kids II (League of American Bicyclists), Kids Bike Club (WE BIKE & WisDOT) and The Basics of Bicycling (Bicycle Federation of America) will be used as models for these workshops.

This training will be coordinated with other teacher training (e.g. in-service) whenever possible. Teacher training will lead to the development of an annual safe walking/bicycling unit. WE BIKE has experience conducting similar training in both the Ashwaubenon and La Crosse School Districts.

Primary audience: Teachers

Secondary audience: Students, parents, law enforcement officers

2014: April, August

**Flyer** - A basic understanding of SRTS is important to everyone. WE BIKE will develop a flyer outlining the key components of this project.

Primary audience: Students, teachers, parents, law enforcement officers, residents

2014: March, September

**Parent and resident walking and bicycling safety training** - WE BIKE staff will develop and conduct two one-hour pedestrian and bicycle safety presentations for parents and residents.

Primary audience: Parents, residents

Secondary audience: Students, teachers, law enforcement officers

2014: April, October

**Village Board meetings** - WE BIKE will update the Howard Village Board two times during the course of the SRTS project.

Primary audience: Village Board members, residents

Secondary audience: Teachers, parents, law enforcement officers

2014: March, October

**School Board meetings** - WE BIKE will update the Howard-Suamico School Board two times during the course of the SRTS project.

Primary audience: School Board members, teachers, parents, residents

Secondary audience: Students, law enforcement officers

2014: March, October

**PTO meetings** - WE BIKE will update the affected PTOs a minimum of two times during the course of the SRTS project.

Primary audience: Parents, teachers

Secondary audience: Students, law enforcement officers, residents

2014: March, September

**Motorist education** - Motorists pose the greatest threat to child pedestrians and bicyclists. WE BIKE will use all of the above educational approaches to reach motorists with pedestrian and bicycle safety messages. A broad approach to educating this group is necessary because motorists are difficult to identify and reach as a single group. Most adults are motorists.

Primary audience: Motorists

Secondary audience: Students, teachers, parents, law enforcement officers, residents

2014: March - October

**Law enforcement training** - WE BIKE will conduct two enforcement for pedestrian and bicycle safety trainings with Brown County Sheriff's Department Deputies assigned to the Village of Howard. These trainings may be conducted in the form of roll call briefings and/or 1-2 day classroom trainings.

Primary audience: Law enforcement officers

Secondary audience: Students, teachers, parents, residents

2014: April, September

## **Enforcement**

The enforcement of traffic laws is critical to protecting law abiding citizens, especially children, from those users who operate in an unsafe manner. Unfortunately, most law enforcement officers have never received any bicycle or pedestrian-specific training. Without this training it is difficult, if not impossible, for most officers to do their part to improve pedestrian and bicycle safety.

WE BIKE will provide Brown County Sheriff's Department Deputies assigned to the Village of Howard with the knowledge and skills they need to create a safe and enjoyable walking and bicycling environment throughout the community. To do this, WE BIKE will use its nationally known and respected *Continuum of Training in Pedestrian and Bicycle Safety*. The Continuum consists of the following components implemented over a period of time (typically January-May):

Brochure

Safety education materials

Roll call videos

Computer-based training

\*Two-day, instructor led training

\*This training may be conducted in the form of roll call briefings and/or 1-2 day classroom sessions. Training will be based on Wisconsin's *Pedestrian & Bicycle Law Enforcement Training* course (WE BIKE & WisDOT) and other state and national law enforcement trainings developed and conducted by WE BIKE. Information specific to the Village of Howard, and in particular the areas in and around the schools covered by this project, will be presented.

WE BIKE has experience training Brown County Sheriff's Deputies in pedestrian and bicycle safety and has a strong working relationship with the Department.

Primary audience: Law enforcement officers

Secondary audience: Students, teachers, parents, residents

2014: February, March, April, May, September

### **Encouragement**

After years of minimal walking and bicycling activity in the community, and with the advent of new walking and bicycling facilities, it is necessary to promote these activities to achieve increased usage, a key goal of this project.

### **Communication Plan**

WE BIKE has years experience working with a wide range of groups and organizations, including school districts on the development and implementation of multi-pronged pedestrian and bicycle safety communication plans. WE BIKE will work with the Village of Howard and the Howard-Suamico School District to create a plan which will improve current conditions and ensure sustainability.

### **Special Events**

WE BIKE will plan special events, activities and contests to promote safe walking and bicycling. These events will "advertise" the benefits of safe walking and bicycling through short presentations and/or promotional materials. Resources available in the SRTS grant will provide awards, prizes, rewards and giveaways at these special events.

Proposed special events:

- School Assemblies
  - April, September 2014
- Bike to School Day
  - May 2014
- Football Game Promotions
  - September 2014
- Walk to School Day
  - October 2014
- Etc.

### **Support Resources**

WE BIKE will design supporting resources such as plans, brochures, PowerPoint presentations, handouts, etc. for the following purposed educational approaches:

*Note: Examples of supporting resources are included at the back of this proposal.*

- Education plan
- Communications plan
- School assemblies
- Parent and resident walking and bicycling safety training
- School Board meetings
- PTO meetings
- Village Board meetings
- Law enforcement training
- Special events
- Website resources
- “Teach-the-teacher” workshops
- SRTS flyer

## **b. Timeline/Work Plan (150 points)**

### **2014**

#### **February**

- Approval of contract
- Village and School District staff meetings
- Begin work on Website resources
- Law enforcement brochure & safety education materials

#### **March**

- Education Plan development
- Communication Plan development
- SRTS flyer
- Village Board meeting
- School Board meeting
- PTO meetings
- Begin motorist education
- Law enforcement roll call videos & computer-based training

#### **April**

- Pre-evaluation/surveys
- School assemblies
- PE classes
- Teacher training
- Parent & resident training
- Law enforcement training

#### **May**

- Bike to School Day events
- Evaluate survey results and adjust approach
- Law enforcement training

## **August**

- Teacher training

## **September**

- Distribute SRTS flyer
- Law enforcement training
- School assemblies
- PE class
- PTO meetings
- Special event (Football game promotion)

## **October**

- Walk to School Day events
- Parent and resident training
- Post-evaluation/survey
- Village Board meeting
- School Board meeting

## **December**

- End project

## **Year-round**

- Motorist education

### **c. Organization Capabilities (200 points)**

WE BIKE, etc., LLC is qualified to lead the Village of Howard Non-infrastructure SRTS Project from design through execution and final reporting. We are in the business of creating healthy communities through consulting on engineering, education, enforcement and encouragement. It is our mission to improve communities through safer and more enjoyable walking and bicycling. Over the past 20 years WE BIKE has worked with many groups, organizations and individuals on pedestrian and bicycle safety education, enforcement and encouragement issues:

#### **Bicyclists**

##### **Ashwaubenon School District Valley View SRTS Project**

Ashwaubenon School District, WI, 2013-2014

##### **Streets Smarts/BikeEd/Effective Cycling – Traffic Skills 101/Road 1**

League of American Bicyclists, 1996-1998, 2000, 2003-2004, 2008, 2010-2013

##### **Safe Routes to Schools National Conference, Minneapolis, MN, 2011**

“Engaging Law Enforcement in Safe Routes to Schools”

##### **Walk-Bike New York Statewide Conference, New York, NY, 2010**

“Enforcement: The Misunderstood Tool for Encouraging Sustainable Movement”

##### **Teaching Safe Bicycling Workshops**

WisDOT, 1993-1998, 1999 – Instructor Training, 2000, 2003-2009

##### **Pro Walk/Pro Bike International Conference, Victoria, British Columbia, 2004**

“Educating Law Enforcement About Bikes”

## **Green Bay “At Risk” Schools - Bicycle Safety Presentations**

Center for Childhood Safety 1999-2001

## **Bike Patrol Training**

Minnesota Community Bicycle Safety Project, 1994, 1996-1998

## **Pedestrians**

### **Ashwaubenon School District Valley View SRTS Project**

Ashwaubenon School District, WI, 2013-2014

### **Developing a Pedestrian Safety Action Plan**

Pedestrian & Bicycle Information Center, Federal Highway Admin (FHWA),  
2009-2014

### **Safe Routes to Schools National Conference, Minneapolis, MN, 2011**

“Engaging Law Enforcement in Safe Routes to Schools”

### **Walk-Bike New York Statewide Conference, New York, NY, 2010**

“Enforcement: The Misunderstood Tool for Encouraging Sustainable Movement”

## **Motorists**

### **Ashwaubenon School District Valley View SRTS Project**

Ashwaubenon School District, WI, 2013-2014

### **Safe Routes to Schools National Conference, Minneapolis, MN, 2011**

“Engaging Law Enforcement in Safe Routes to Schools”

### **Walk-Bike New York Statewide Conference, New York, NY, 2010**

“Enforcement: The Misunderstood Tool for Encouraging Sustainable Movement”

### **Teaching Safe Bicycling Workshops**

WisDOT, 1993-1998, 1999 – Instructor Training, 2000, 2003-2009

### **Dane County Bicycle Safety Project**

Safe Community Coalition of Madison & Dane County, WI, 2005-2006

### **Pro Walk/Pro Bike International Conference, Victoria, British Columbia, 2004**

“Educating Law Enforcement About Bikes”

*Note: All projects under the law enforcement training category below directly affect motorists however, they are not repeated.*

## **Youth/Students**

### **Ashwaubenon School District Valley View SRTS Project**

Ashwaubenon School District, WI, 2013-2014

### **Safe Routes to Schools National Conference, Minneapolis, MN, 2011**

“Engaging Law Enforcement in Safe Routes to Schools”

### **Teaching Safe Bicycling Workshops**

WisDOT, 1993-1998, 1999 – Instructor Training, 2000, 2003-2009

### **Suzy Favor Hamilton Running Camp, Green Bay, WI, 2007, 2008**

“Running Safety”

### **Teaching at a Bicycle Safety Fair**

Vermont Bicycle & Pedestrian Coalition, 2003

**Kids Bicycle Club**

WisDOT, 2001

**Green Bay “At Risk” Schools - Bicycle Safety Presentations**

Center for Childhood Safety 1999-2001

**Bike Patrol Training**

Minnesota Community Bicycle Safety Project, 1994, 1996-1998

**Communities****Ashwaubenon School District Valley View SRTS Project**

Ashwaubenon School District, WI, 2013-2014

**Pro Walk/Pro Bike International Conference, Long Beach, CA, 2012**

“Pedestrian & Bicycle Safety Training for Law Enforcement”

**Peninsula State Park Trail Safety Assessment**

Wisconsin Department of Natural Resources, 2012

**Developing a Pedestrian Safety Action Plan**

Pedestrian & Bicycle Information Center, Federal Highway Admin (FHWA), 2009-2012

**Safe Routes to Schools National Conference, Minneapolis, MN, 2011**

“Engaging Law Enforcement in Safe Routes to Schools”

**Education & Enforcement for Increased Walking & Bicycling**

Brown County, WI, 2009-2011

**Stoughton Road Bicyclist Needs Assessment/Facilities Alternatives**

WisDOT, 2001-2011

**Transit for Livable Communities Breakfast, Minneapolis, MN, 2010**

Keynote Speech “Enforcement: The Misunderstood Tool of Livable Communities”

**Walk-Bike New York Statewide Conference, New York, NY, 2010**

“Enforcement: The Misunderstood Tool for Encouraging Sustainable Movement”

**Pedestrian & Bicycle Facilities Plan**

Little Chute, WI, 2009

**Pedestrian & Bicycle Plan**

Ashwaubenon, WI, 2007-2009

**Missouri Trails Summit, St. Louis, MO, 2007**

“The 3Es of Great Trails: Engineering, Education and Enforcement”, “Education for Great Trails”, and “Enforcement for Great Trails”

**Non-Motorized Transportation Pilot Program**

Sheboygan County, WI, 2006-2009

**Bicycle Transportation Map**

Brown County, WI, 2007-2008

**Trail Safety Assessment**

Brown County Parks, Green Bay, WI, 2005

**Trails Plan**

City of Rothschild, WI, 2003-2004

**Planning and Engineering for Bicycling in Traffic**

WisDOT, 1998-2000

## **Road Hazard Identification Project Training**

WisDOT, 1996, 1999, 2000

## **School staff**

### **Ashwaubenon School District Valley View SRTS Project**

Ashwaubenon School District, WI, 2013-2014

### **Streets Smarts/BikeEd/Effective Cycling – Traffic Skills 101/Road 1**

League of American Bicyclists, 1996-1998, 2000, 2003-2004, 2008, 2010-2012

### **PEP Grant – PE Teacher Training**

Ashwaubenon School District, 2011

### **Safe Routes to Schools National Conference, Minneapolis, MN, 2011**

“Engaging Law Enforcement in Safe Routes to Schools”

### **Walking and Bicycling Workshops**

WisDOT, 2005, 2006, 2008, 2009, 2010

### **Teaching Safe Bicycling Workshops**

WisDOT, 1993-1998, 1999 – Instructor Training, 2000, 2003-2009

### **Bike Patrol Training**

Minnesota Community Bicycle Safety Project, 1994, 1996-1998

### **Appleton School District, Appleton, WI, 2007**

“Safe Routes to School”

## **Law enforcement**

### **Ashwaubenon School District Valley View SRTS Project**

Ashwaubenon School District, WI, 2013-2014

### **Bicycle & Pedestrian Law Enforcement Training Program**

New Orleans Regional Planning Commission, LA, 2007-2014

### **Pedestrian & Bicycle Training for Law Enforcement Rangers**

Wisconsin Department of Natural Resources, 2010-2013

### **Pedestrian & Bicycle Law Enforcement Training**

Governor’s Traffic Safety Committee, Albany, NY, 2013

Idaho Transportation Department, 2012

Capital District Transportation Committee, Albany, NY, 2012

Wisconsin Department of Transportation (WisDOT), WI, 2005-2011

### **Pro Walk/Pro Bike International Conference, Long Beach, CA, 2012**

“Pedestrian & Bicycle Safety Training for Law Enforcement”

### **Enforcement Awareness Program**

Transit for Livable Communities/Bike Walk Twin Cities, 2011-2012

### **Streets Smarts/BikeEd/Effective Cycling – Traffic Skills 101/Road 1**

League of American Bicyclists, 1996-1998, 2000, 2003-2004, 2008, 2010-2012

### **Safe Routes to Schools National Conference, Minneapolis, MN, 2011**

“Engaging Law Enforcement in Safe Routes to Schools”

### **Transit for Livable Communities Breakfast, Minneapolis, MN, 2010**

Keynote Speech “Enforcement: The Misunderstood Tool of Livable Communities”

**Walk-Bike New York Statewide Conference**, New York, NY, 2010  
 “Enforcement: The Misunderstood Tool for Encouraging Sustainable Movement”

**Walking and Bicycling Workshops**  
 WisDOT, 2005, 2006, 2008, 2009, 2010

**Enforcement for Safe Routes to School**  
 Sheboygan County, WI, 2009

**Non-Motorized Transportation Pilot Program**  
 Sheboygan County, WI, 2006-2009

**Teaching Safe Bicycling Workshops**  
 WisDOT, 1993-1998, 1999 – Instructor Training, 2000, 2003-2009

**Community Bicycle & Pedestrian Safety for Law Enforcement**  
 Mid-America Regional Council, Missouri/Kansas, 2008

**Community Bicycle Safety for Law Enforcement – Instructor Courses**  
 NHTSA, 2003, 2008

**Pedestrian/Bicycle Information Center Web Site Review/Update**  
 University of North Carolina – Highway Safety Research Center, 2007

**Wisconsin Governor’s Annual Conference on Highway Safety**, Madison, WI, 2006  
 “Wisconsin’s Pedestrian & Bicycle Law Enforcement Training Course”

**Pedestrian and Bicycle Enhanced Enforcement Project**  
 Bicycle Transportation Alliance and City of Portland, OR, 2004

**Louisiana Bicycle & Pedestrian Safety Summit**, New Orleans, LA, 2004  
 “Enforcement Programs for Bicycle & Pedestrian Safety”

**Pro Walk/Pro Bike International Conference**, Victoria, British Columbia, 2004  
 “Educating Law Enforcement About Bikes”

**Community Bicycle Safety for Law Enforcement**  
 National Highway Traffic Safety Administration (NHTSA), 2001-2004

**Enforcement and Prosecution for Bicycle Safety**  
 WisDOT, Madison, WI, 2003

**Enforcement for Bicycle Safety**  
 WisDOT, 1995-1998, 2000, Instructor Course-2001, 2003

**Enforcement for Bicycle Safety**  
 Washington State Bicycle Conference, 2001

**Parents**

**Ashwaubenon School District Valley View SRTS Project**  
 Ashwaubenon School District, WI, 2013-2014

**Streets Smarts/BikeEd/Effective Cycling – Traffic Skills 101/Road 1**  
 League of American Bicyclists, 1996-1998, 2000, 2003-2004, 2008, 2010-2012

**Safe Routes to Schools National Conference**, Minneapolis, MN, 2011  
 “Engaging Law Enforcement in Safe Routes to Schools”

**Walking and Bicycling Workshops**  
 WisDOT, 2005, 2006, 2008, 2009, 2010

**Teaching Safe Bicycling Workshops**  
 WisDOT, 1993-1998, 1999 – Instructor Training, 2000, 2003-2009

## **Bike Patrol Training**

Minnesota Community Bicycle Safety Project, 1994, 1996-1998

## **General Public**

### **Ashwaubenon School District Valley View SRTS Project**

Ashwaubenon School District, WI, 2013-2014

### **Streets Smarts/BikeEd/Effective Cycling – Traffic Skills 101/Road 1**

League of American Bicyclists, 1996-1998, 2000, 2003-2004, 2008, 2010-2012

### **Safe Routes to Schools National Conference, Minneapolis, MN, 2011**

“Engaging Law Enforcement in Safe Routes to Schools”

### **Walking and Bicycling Workshops**

WisDOT, 2005, 2006, 2008-2010

### **Wisconsin Governor’s Annual Conference on Highway Safety, Madison, WI, 2006**

“Wisconsin’s Pedestrian & Bicycle Law Enforcement Training Course”

### **Louisiana Bicycle & Pedestrian Safety Summit, New Orleans, LA, 2004**

“Enforcement Programs for Bicycle & Pedestrian Safety”

### **Pro Walk/Pro Bike International Conference, Victoria, British Columbia, 2004**

“Educating Law Enforcement About Bikes”

## **Board and Committee Membership**

- Governor’s Coordinating Bicycle Council (Wisconsin), 2004-2013
- Bicycle and Pedestrian Advisory Committee (Ashwaubenon, WI), 2003-2013
- Bicycle Federation of Wisconsin
  - Education Committee, 2009-2012
  - Advocacy Advisory Committee, 2004-2008
  - Board of Directors, 1994-2003 (President, 2000-2002)
- Green Bay Botanical Garden – Board of Directors, 2006-2009
- Open Space & Outdoor Recreation Plan Advisory Committee (Brown County, WI), 2008
- League of American Bicyclists – Education Committee, 2001-2006
- Ashwaubenon School District Nutrition & Physical Activity Task Force, 2004-2005

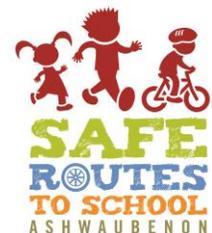
## **Project Descriptions**

The following are descriptions of several projects which are similar to the Howard-Suamico SRTS Project, in whole or in part. We believe our work shows the depth and breadth of knowledge and experience that we have to offer.

### **Ashwaubenon School District Valley View SRTS Project 2013-2014**

WE BIKE is currently working with the Ashwaubenon School District on their first Safe Routes to School project.

“The mission of the Ashwaubenon School District’s SRTS program is to enable and encourage children to walk and bicycle to school safely and enjoyably. The Ashwaubenon School District will partner with students, parents, law enforcement, and the Village of Ashwaubenon staff and residents to identify and overcome the barriers of walking and biking to school to improve the overall well-being of our community.



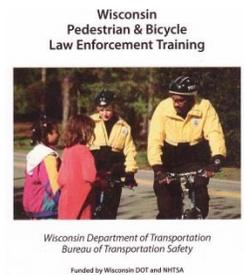
WE BIKE is working with the School District in the areas of education, enforcement, encouragement and evaluation to make their mission a reality.

**Client Information**

Ashwaubenon School District  
Brad Taylor  
Information Coordinator  
1055 Griffiths Lane  
Ashwaubenon, WI 54304  
(920) 492-2900  
[btaylor@ashwaubenon.k12.wi.us](mailto:btaylor@ashwaubenon.k12.wi.us)

**Wisconsin Pedestrian & Bicycle Law Enforcement Training Course 2004-2012**

WE BIKE has been a national leader in bicycle law enforcement training since 1995 when it created the two-day *Enforcement for Bicycle Safety* (EBS) course for the Wisconsin Department of Transportation. This course was designed to give law enforcement officers the basic bicycle safety information needed to manage traffic and provide a safe bicycling environment in their communities.



In 2006, EBS was updated and modified by WE BIKE to include pedestrian safety information and the course was renamed as the *Pedestrian & Bicycle Law Enforcement Training Course* (PBLETC). The course contains information in the following areas: What, Where, When, How, Who & Why of Walking and Bicycling, Highway Safety Triangle, Engineering, Bicycle Environment Audit, How Pedestrian & Bicycle Crashes Happen, Education, Pedestrian & Bicycle Laws, Enforcement, Pedestrian Safety Enforcement Actions, Crash Investigating & Reporting, Potential Law Enforcement Partners.



Both courses have been taught to officers throughout Wisconsin and nationally and have become models for increasing officer’s subject knowledge as well as their desire to improve pedestrian and bicycle safety through the enforcement of laws.

**Client Information**

Wisconsin Department of Transportation –  
Bureau of Transportation Safety  
Larry Corsi  
State Program Manager  
4802 Sheboygan Ave. Rm. 551  
PO Box 7936  
Madison, WI 53707-7936  
(608) 267-3154  
[larry.corsi@dot.wi.gov](mailto:larry.corsi@dot.wi.gov)

### **Stoughton Road Facilities Alternatives, Madison, WI 2001-2011**

This was a multi-year project to improve conditions for all users of the Stoughton Road (Bus. 51) corridor on the east side of the Madison metropolitan area. WE BIKE was responsible for providing expertise in the areas of bicyclist safety and accommodation and assisting with public involvement.

#### **Client Information**

KL Engineering  
Gerry Schmitt, P.E.  
5950 Seminole Center Ct., Suite 200  
Madison, WI 53711  
(608) 663-1218  
[gschmitt@klengineering.com](mailto:gschmitt@klengineering.com)

### **Walking and Bicycling Workshops, Brown County, WI 2005, 2006, 2008-2010**

WE BIKE provides instructor services for WisDOT sponsored workshops which promote increased and safer, walking and bicycling for people of all ages and abilities. Workshops teach advocates, municipal staff and decision makers how to improve their communities for walking and bicycling and include walking audits which are often done near schools. As a WisDOT approved facilitator, WE BIKE has lead three workshops in the greater Green Bay area since 1995.

#### **Client Information**

Brown County Health Department  
Rebecca Nyberg, CHES  
Health Education specialist  
PO Box 23600  
Green Bay, WI 54305-3600  
(920) 448-6438  
[Nyberg\\_RL@co.brown.wi.us](mailto:Nyberg_RL@co.brown.wi.us)

### **Sheboygan County Non-Motorized Transportation Pilot Project 2006-2009**

This was a five-year federally funded program to improve conditions for pedestrians and bicyclists and to achieve a mode shift away from motor vehicles. WE BIKE provided technical expertise to a team that created a comprehensive pedestrian and bicycle plan for the County.

Specifically, WE BIKE was responsible for pedestrian and bicycle crash analysis and providing assistance to the Safe Routes to School, Health and Safety and Technical subcommittees. WE BIKE also provided pedestrian and bicycle training to the County's law enforcement officers. This training utilized the Wisconsin *Pedestrian & Bicycle Law Enforcement Training* course, which WE BIKE developed for the Wisconsin Department of Transportation. But further, it introduced the *Pedestrian & Bicycle Law Enforcement Training Continuum* concept developed by WE BIKE.



The *Pedestrian & Bicycle Law Enforcement Training Continuum* concept was created in response to a failing economy and a lack of interest in pedestrian and bicycle safety training which was decreasing multi-day course attendance. The training continuum provides officers with increasing levels of pedestrian and bicycle safety training in a less costly and time consuming manner (e.g., brochure, safety materials, roll call videos and computer-based training).

#### **Client Information**

Sheboygan County, Wisconsin  
Aaron Brault - Director  
Sheboygan County Planning and Conservation Department  
508 New York Avenue  
Sheboygan, WI 53081-4126  
(920) 459-3060  
[braulacb@co.sheboygan.wi.us](mailto:braulacb@co.sheboygan.wi.us)

#### **Teaching Safe Bicycling Workshops, WI WisDOT, 1993-2000, 2003-2009**

This is a one-day instructor's course for people who are interested in teaching safe bicycling to children, primarily in a bicycle rodeo setting. WE BIKE has been continuously involved with this statewide WisDOT course as an instructor and instructor trainer since the course's inception in 1993.



#### **Client Information**

Wisconsin Department of Transportation –  
Bureau of Transportation Safety  
Larry Corsi  
State Program Manager  
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608-267-3154  
[larry.corsi@dot.wi.gov](mailto:larry.corsi@dot.wi.gov)

#### **Dane County Bicycle Safety Project, Dane County, WI 2005-2006**

This was a project to improve traffic safety in rural and urban areas of Dane County where bicyclists and motorists share the road. WE BIKE served as Project Coordinator for this Safe Community Coalition of Madison and Dane County project, funded by WisDOT through a grant to Dane County. WE BIKE coordinated 1) Public Education (PSA development, news releases, earned media), 2) Enforcement (law enforcement training, overtime enforcement grants) and 3) Targeted Education (middle school youth, outreach to bicycling community). The project was completed in October of 2006.

## Client Information

Safe Community Coalition of Madison & Dane County

Cheryl Wittke

Executive Director

PO Box 6652

Madison, WI 53706

(608) 256-6713

[scc@safecommunitycoalition.org](mailto:scc@safecommunitycoalition.org)

## d. Staff Qualifications (100 points)



### ***Peter Flucke, President***

Mr. Flucke will be the main point of contact for the Village of Howard Non-infrastructure SRTS Project. He will also serve as the lead presenter and trainer.

Peter is a graduate of the University of Wisconsin-Stevens Point with a Bachelor of Science Degree in Recreation and Forestry and a minor in Environmental Law Enforcement.

He was a law enforcement officer in the state of Minnesota for six years. For five of those years, he was a law enforcement ranger with Hennepin Parks (now the Three Rivers Park District), one of the largest metropolitan park systems in the country. While at Hennepin Parks, Mr. Flucke created one of the first police bicycle patrols in the state.

With a wealth of experience and knowledge in the pedestrian and bicycle fields, Mr. Flucke has created and taught pedestrian and bicycle safety and education courses for adults, children, law enforcement officers, judges, attorneys, planners, engineers and maintenance personnel. He has developed community pedestrian/bicycle plans, written resource guides, trained police bike patrols, directed special events, lead bicycle tours and consulted on a wide variety of related topics. He is a well-respected presenter and an invaluable resource.

Mr. Flucke recently completed extended terms on the Wisconsin Governor's Coordinating Bicycle Council and the Ashwaubenon Bicycle & Pedestrian Advisory Committee. He served on the Board of Directors of the Bicycle Federation of Wisconsin for 10 years, earning an Award of Excellence for his services.

Mr. Flucke is a nationally certified League Cycling Instructor and former Trainer with the League of American Bicyclists, an International Police Mountain Bike Association certified Police Cyclist and a Pedestrian Safety Instructor with the Pedestrian and Bicycle Information Center.

As an avid bicyclist, runner, outdoorsman and father he brings passion to his work to help communities and citizens improve pedestrian and bicycle safety and access.

\*Resume attached



***Tracy Flucke, Vice President***

Ms. Flucke has a Bachelor of Science Degree in Recreation Administration and a Master of Science Degree in Public Administration, with over twenty years of experience in government administration, employee supervision and management. Tracy served as the Village of Ashwaubenon Parks and Recreation Director for 12 years. During this time she worked closely with the Ashwaubenon School District. The Village and the District have a close working relationship where they share many recreational programs and facilities.

Tracy brings her broad understanding of municipal operations and parks and recreation experience to WE BIKE and assists in developing training materials for municipal personnel, project oversight and engaging communities for healthier living.

As an enthusiastic bicyclist for recreation and transportation, she has been Vice President of WE BIKE, etc., LLC since the company's inception and has helped guide its growth and development.

Peter and Tracy have lived in Ashwaubenon since 1993. They are founding members of the Ashwaubenon Pedestrian and Bicycle Advisory Committee and have two children who attended school in the Ashwaubenon School District.

***Lana Whitehead, Program Manager***

Ms. Whitehead has a Bachelor of Science Degree in Public Administration from University of Wisconsin – Green Bay. She will provide assistance in special events, material development, presentations and administrative support.

**e. References (50 points)**

WE BIKE, etc., LLC has many satisfied clients who are familiar with our work and performance on past projects. We strive to meet our clients' needs, work within their timeframe and budget, and ultimately provide a quality product. Listed below are three recent clients who will give a balanced appraisal of our work.

Brad Taylor  
Information Coordinator  
Ashwaubenon School District  
1055 Griffiths Lane  
Ashwaubenon, WI 54304  
(920) 492-2900  
[btaylor@ashwaubenon.k12.wi.us](mailto:btaylor@ashwaubenon.k12.wi.us)

Melissa Kraemer Badtke  
Safe Routes to School Coordinator/ Associate Planner  
East Central Wisconsin Regional Planning Commission  
400 Ahnaip Street, Suite 100  
Menasha, WI 54952  
(920) 751-4770  
[mbadtke@eastcentralrpc.org](mailto:mbadtke@eastcentralrpc.org)

Larry Corsi  
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(608) 267-3154  
[larry.corsi@dot.wi.gov](mailto:larry.corsi@dot.wi.gov)

## **VI. Desired and Value-added Capabilities and Solutions**

### **a. Innovative Approaches/Ideas (50 possible points)**

The Village of Howard, Howard-Suamico School District and WE BIKE have an opportunity to create a unique partnership. WE BIKE has over 20 years of experience in the pedestrian and bicycle fields, creating an opportunity for the development and implementation for an exceptional Safe Routes to School Program.

Beyond this relationship, WE BIKE has comprehensive, national experience and standing in the areas of education, enforcement and encouragement. This allows WE BIKE to ensure that each of these areas are fully developed and contribute to the overall success of the project. For example, "Pace Car" programs have been implemented throughout the country. These programs encourage motorists to sign a pledge stating they will drive the speed limit and abide by applicable laws in their community. In exchange they receive a window cling which identifies them as a "Pace Car". The more motorists who drive the speed limit the harder it becomes for others to speed, and endanger other roadway users.

WE BIKE's experience working with law enforcement ensures that the work done in the areas of engineering, education and encouragement will not be thwarted by those who choose to violate laws and endanger our most vulnerable citizens.

## **b. Experience with Safe Routes to School Projects (50 possible points)**

WE BIKE, etc. and President, Peter Flucke have many years of experience working with schools and Safe Routes to School Projects on the local, regional and national levels:

- **Ashwaubenon School District - Valley View SRTS Project, 2013-2014**  
WE BIKE is currently working with the Ashwaubenon School District on the non-infrastructure (education, enforcement, encouragement and evaluation) portion of their first SRTS grant. The project is very similar to the Village of Howard's project.
- **National SRTS Conference, Minneapolis, Minnesota, 2011**  
Peter Flucke presented "Engaging Law Enforcement in Safe Routes to School".
- **Village of Ashwaubenon Comprehensive Pedestrian and Bicycle Plan, 2007-2009**  
WE BIKE worked with Foth Infrastructure and Environment, LLC on the development of the *Village of Ashwaubenon Comprehensive Pedestrian and Bicycle Plan*. A village-wide SRTS program is recommended in the plan.
- **Non-Motorized Transportation Pilot Program, Sheboygan County, WI, 2006-2009**  
Mr. Flucke provided assistance to the SRTS subcommittee, developed and taught an *Enforcement for SRTS Course* for Sheboygan County law enforcement officers.
- **SRTS Presentation, Appleton School District, 2007**  
Peter Flucke met with Appleton School District officials to assist them with the development of a SRTS program.
- **Wisconsin SRTS Toolkit, 2006**  
Mr. Flucke assisted the Wisconsin Department of Transportation with the development of their SRTS Toolkit.
- **Enforcement for Safe Routes to School**  
WE BIKE, developed the *Enforcement for SRTS Course*. Peter Flucke has taught this course for the following clients:
  - East Central Wisconsin Regional Planning Commission
    - Green Lake County, 2012 (Overview)
    - Shawano County, 2012 (Overview)
    - City of Menasha, 2011
  - La Crosse County, Wisconsin Health Department
    - City of La Crosse, 2011
  - Sheboygan County, Wisconsin
    - Sheboygan County, 2009

Additionally, WE BIKE has worked with the following school districts on pedestrian and bicycle safety training for students:

- **Ashwaubenon**
  - PEP Grant teacher training
  - Website safety tips
  - Jag TV safety education videos
  - Bicycle safety unit
  - Kids Bike Club
- **La Crosse**
  - Bicycle safety training for physical education teachers
- **Appleton**
  - SRTS presentation
- **Green Bay**
  - “At Risk” schools - bicycle safety presentations

**Budget (\*see Item VIII – Submission of Proposals) 100 pts.**

The cost proposal has been submitted in a separate envelope within the written proposal package.

\*Resume

## **Peter Flucke**

### **Education**

Bachelor of Science Degree – University of Wisconsin-Stevens Point  
Major – Recreation and Forestry, Minor – Environmental Law Enforcement

Developing a Pedestrian Safety Action Plan Course – Federal Highway Administration (2008)

Designing for Pedestrian Safety Course – Federal Highway Administration (2008)

### **Employment**

Law Enforcement Officer (1987-1988)  
Hutchinson, MN

Law Enforcement Officer/Park Ranger and Bicycle Patrol Officer (1989-1993)  
Three Rivers Park District, Plymouth, MN

President and Founder – WE BIKE, etc., LLC (1993-Present)  
Ashwaubenon, WI

### **Projects/Courses Developed**

Ashwaubenon School District Valley View SRTS Project  
Ashwaubenon School District, WI, 2013-2014

Bicycle & Pedestrian Law Enforcement Training Program  
New Orleans Regional Planning Commission, LA, 2007-2014

Pedestrian & Bicycle Law Enforcement Training  
Wisconsin Department of Transportation (WisDOT), WI, 2005-2013

Pedestrian & Bicycle Training for Law Enforcement Rangers  
Wisconsin Department of Natural Resources, 2010-2013

Enforcement for Pedestrian & Bicycle Safety Courses  
Governor's Traffic Safety Committee, Albany, NY, 2013

Continuum of Training in Pedestrian & Bicycle Law Enforcement  
Capital District Transportation District, Albany, NY, 2011-2012

Enforcement Awareness Program  
Transit for Livable Communities, St. Paul, MN 2011-2012

Continuum of Training in Pedestrian & Bicycle Law Enforcement  
Idaho Transportation Department, Boise, ID 2012

Education & Enforcement for Increased Walking & Bicycling  
Brown County, WI, 2009-2011

Stoughton Road Bicyclist Needs Assessment/Facilities Alternatives  
WisDOT, 2001-2011

Pedestrian & Bicycle Plan  
Ashwaubenon, WI, 2007-2009

Non-Motorized Transportation Pilot Program  
Sheboygan County, WI, 2006-2009

Pedestrian & Bicycle Facilities Plan  
Little Chute, WI, 2009

Bicycle Transportation Map  
Brown County, WI, 2007-2008

Community Bicycle & Pedestrian Safety for Law Enforcement  
Mid-America Regional Council, Missouri/Kansas, 2008

Pedestrian/Bicycle Information Center Web Site Review/Update  
University of North Carolina – Highway Safety Research Center, 2007

### **Expert Witness Testimonials**

Law Offices of Clayton Griessmeyer, Verona, WI, 2012-2014

Brady & O'Shea, P.C., Cedar Rapids, IA, 2007-2008

Clifford & Raihala, S.C., Madison, WI, 2006

Bouressa & Patteson, S.C., Green Bay, WI, 2004

Stern & Ramthun, LLP, Milwaukee, WI, 2001, 2002

## **Courses Taught**

Developing a Pedestrian Safety Action Plan/Designing for Pedestrian Safety  
Pedestrian & Bicycle Information Center, Federal Highway Administration (FHWA), 2009-2013

Pedestrian & Bicycle Law Enforcement Training  
WisDOT 2007, 2008, 2009, 2010, 2011, 2013

Enforcement for Safe Routes to School

- Green Lake County, WI 2012
- ECWRPC Menasha, WI 2011
- Sheboygan County, WI 2009

Streets Smarts/BikeEd/Effective Cycling  
League of American Bicyclists 1996-1998, 2000, 2003-2004, 2008, 2010, 2011

Teaching Safe Bicycling Workshops  
WisDOT 1993-2009, 2011

Walking and Bicycling Workshops  
WisDOT 2005, 2006, 2008, 2009, 2010

Community Bicycle Safety for Law Enforcement – Instructor Courses  
National Highway Traffic Safety Administration (NHTSA) 2003, 2008

## **Presentations**

Transit for Livable Communities Breakfast Minneapolis, MN 2010 (50 attendees)  
Keynote Speech “Enforcement: The Misunderstood Tool of Livable Communities”

Walk-Bike New York Statewide Conference New York, NY 2010 (250 attendees)  
“Enforcement: The Misunderstood Tool for Encouraging Sustainable Movement”

Suzy Favor Hamilton Running Camp Green Bay, WI 2007, 2008 (40 attendees)  
“Running Safety”

Missouri Trails Summit St. Louis, MO, 2007 (200 attendees)  
“The 3Es of Great Trails: Engineering, Education and Enforcement”, “Education for Great Trails”

Wisconsin Governor’s Annual Conference on Highway Safety Madison, WI 2006 (200 attendees)  
“Wisconsin’s Pedestrian & Bicycle Law Enforcement Training Course”

Louisiana Bicycle & Pedestrian Safety Summit New Orleans, LA 2004 (300 attendees)  
“Enforcement Programs for Bicycle & Pedestrian Safety”

#### Pro Walk/Pro Bike International Conference

- "Educating Law Enforcement About Bikes"  
Victoria, British Columbia 2004 (400 attendees)
- "Pedestrian and Bicycle Safety for Law Enforcement"  
Long Beach, CA 2012 (50 attendees)

Safe Routes to School National Conference Minneapolis, MN 2011  
"Engaging Law Enforcement in Safe Routes to School"

#### **Expert Panels**

- WisDOT, Transportation Enhancement Project Review Committee 2008, 2009, 2010
- Federal Highway Administration, Working Group for Pedestrian Safety Guidance for Communities 2006-2007
- WisDOT, Safe Routes to School Toolkit 2006
- League of American Bicyclists, The League Guide to Safe and Enjoyable Cycling 2004

#### **Boards and Committees**

Bicycle and Pedestrian Advisory Committee, WI 2003-2013

Governor's Coordinating Bicycle Council, WI 2004-2013

Bicycle Federation of Wisconsin

- Education Committee 2009-2011
- Advocacy Advisory Committee 2004-2008
- Excellence Award 2004
- Board of Directors 1994-2003
- President 2000-2002

Green Bay Botanical Garden – Board of Directors, 2006-2009

Brown County, WI – Open Space & Outdoor Recreation Plan Advisory Committee, 2008

League of American Bicyclists – Education Committee, 2001-2006

#### **Certifications**

League Cycling Instructor (#327) – League of American Bicyclists

Police Cyclist – International Police Mountain Bike Association